

CASE MACHINE ROOM.
THE MAIN SHAFT IN
CENTER IS 265 FT. LONG



CABINET MACHINE ROOM
LENGHT 180 FT



A CORNER IN
ONE OF OUR FOURTEEN TUNING
ROOMS



CABINET ROOM SHOWING PART OF OUR
LARGE FORCE OF CABINET MAKERS



ACTION MACHINE ROOM. EQUIPPED WITH
THE MOST MODERN LABOR SAVING MACHINERY

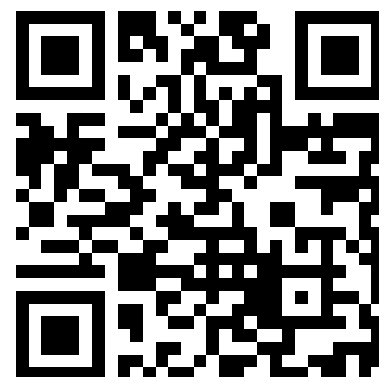
Beckwith organs

Sears, Roebuck and Company Digitized by Google

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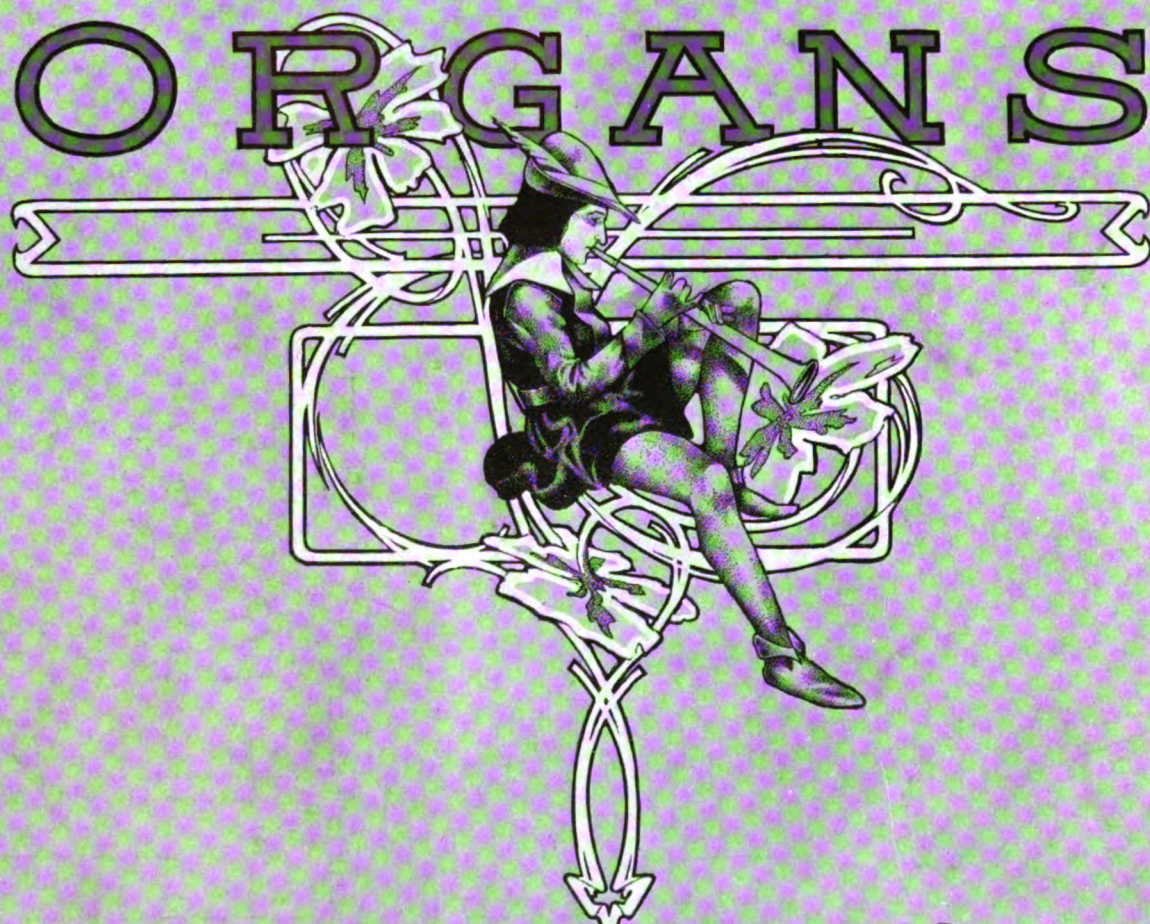
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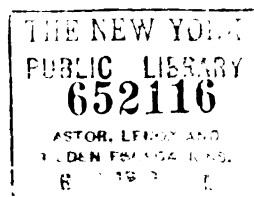




BECKWITH ORGANS



SEARS, ROEBUCK & CO.
CHICAGO ILL.



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SEARS, ROEBUCK & CO.
CHICAGO

A Trip Through The Beckwith Organ Factory

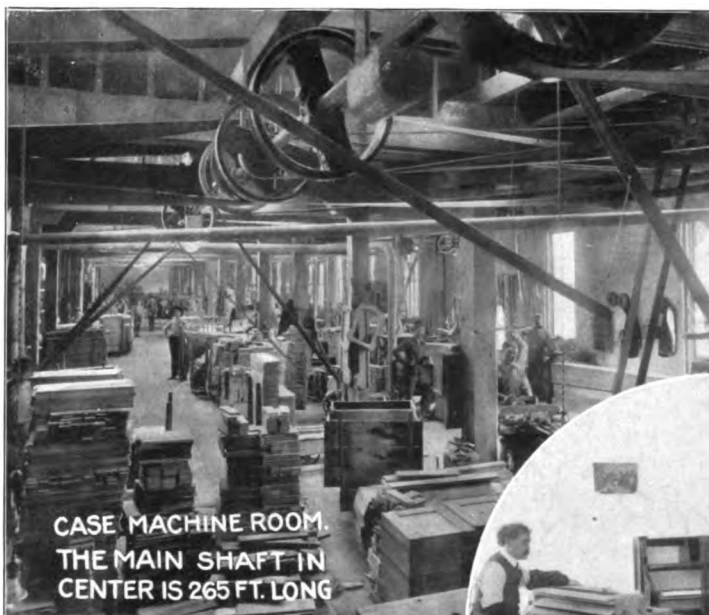


The Beckwith Organ Factories.

On this and the following pages we are showing some views of the exterior and interior of one of the immense organ factories in which the Beckwith Organs are made. The entire plant is devoted to the manufacture of the Beckwith Organs and is fitted throughout with the most modern labor saving machinery. The immense capacity of the two Beckwith Organ factories enables us to keep constantly on hand a large reserve stock of these organs, thus insuring immediate shipment upon every order received. As we control the entire output of both of these immense factories and guarantee to them a market for every organ which they manufacture, we are able to secure the very lowest possible manufacturing prices on these organs. As we place our orders with these factories for hundreds of organs at a time, we enable them to purchase large quantities of lumber and other material for use in building the organs, and thus take advantage of every depression in the market to purchase at the lowest possible figures. The great saving which is thus made in manufacturing cost, together with the large amount which we save in selling expense, guarantees to our customers prices on our entire line of organs which are away below what the local dealer or agent can obtain from his jobber or manufacturer upon the same grade of instruments. The organ factory of which we are showing views, is an entirely new plant and one which has been built with the distinct object of reducing the manufacturing cost of the Beckwith Organs without in any way sacrificing their quality. The immense size of this plant, as shown by these views, will give you some idea of our enormous organ trade, and, as this is only one of two great organ factories, it will prove to you, what we have been telling you in all our advertising matter, that we can well afford to be contented with a small profit on our organs, as we sell so many thousands of them. These views, together with the article in this catalogue on "The Making of an Organ," will give you some idea of how these organs are manufactured.



A Trip Through The Beckwith Organ Factory



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A Trip Through The Beckwith Organ Factory



ONE OF THE THREE LARGE VARNISH ROOMS



FLY FINISHING DEPARTMENT SHOWING FINE TUNING AND INSPECTING ROOM IN THE BACKGROUND



CORRECTING AND REGULATING DEPARTMENT SHOWING SOME OF THE TUNING ROOMS ON THE LEFT



PACKING AND SHIPPING ROOM

KENNETH A. BAKER, President
 CHARLES L. B. VERNON, Vice President
 ROBERT J. BAKER, Vice President
 D.A. MORTIMER, Vice President

JOHN C. BAKER, Treasurer
 FRANK W. BAKER, Cashier
 E.C. BAKER, Secretary
 J. BAKER, Secretary

NO. 1100

THE CORN EXCHANGE NATIONAL BANK
 OF CHICAGO.

CAPITAL \$3,000,000.
 SURPLUS \$2,000,000.

CHICAGO, October 27, 1902.

To Whom It May Concern:

It pleases us to be able to testify to the reliability of Sears, Roebuck & Company of Chicago. The firm has a paid up capital and surplus of over Two Million Dollars (\$2,000,000.00), and enjoys the highest credit with their Chicago bank, of which this bank is one.

We have no hesitancy in saying that we believe anyone who has dealings with this firm will be treated in the fairest manner possible. We can assure anyone who is thinking of placing an order with them, that, in our judgment, there is absolutely no risk in sending the money with the order.

Very truly yours,

Francis W. Smith

Cashier

Very truly yours, and am sure that it is in the best interest of the firm.

JAMES B. FURMAN, President
 DAVID B. FURMAN, Vice President
 GEORGE W. BENTON, Vice President
 RICHARD H. WATSON, Vice President
 RICHARD J. TWEET, Vice President
 WILLIAM L. WATSON, Vice President
 AUGUST B. WATSON, Vice President
 EDWARD G. WATSON, Vice President
 EDWARD F. WATSON, Vice President
 CHARLES E. WATSON, Vice President
 EMILE E. WATSON, Vice President
 JOHN E. WATSON, Vice President
 MAX HAY, Vice President
 FRANK W. WATSON, Vice President
 FRANK E. WATSON, Vice President
 FRANK C. WATSON, Vice President

CAPITAL & SURPLUS
 \$12,000,000.00.

First National Bank
 OF CHICAGO.

Chicago, Oct. 20, 1902.

TO WHOM IT MAY CONCERN:

It is with pleasure that we testify to our own good opinion of the integrity, responsibility and business ability of Sears, Roebuck & Company. They show a fully paid up capital and surplus of over Two Million Dollars (\$2,000,000.00), and are one of the largest mercantile institutions in Chicago.

Anyone can, in our judgment, feel perfectly secure in sending money to them with their orders, as we understand that they ship their goods agreeing that anything not proving entirely satisfactory when received can be returned to them, and the money paid will be immediately returned to the purchaser.

The officers and stock holders of the company are well and favorably known to us, command our full confidence, and we believe can be relied upon to do exactly as they agree.

Yours very truly,

James B. Furman



A Trip Through The Beckwith Organ Factory

INTRODUCTORY.

THE splendid line of Beckwith Organs which we are showing in this catalogue has now been on the market for a number of years and needs no lengthy introduction from us. Our success in selling these organs has been phenomenal and is attributable to two main points in which we have distanced all competition, namely; quality and price.

In maintaining the high quality of the instruments we have been loyally supported by the manufacturers, who have seconded our efforts in all our endeavors to reduce the cost of manufacture without detracting in any way from the high quality of the organs. Through these efforts we have been able to establish the reputation of the Beckwith Organs upon a foundation so solid that competition is practically powerless against them.

When we first began selling these organs we found the dealers and manufacturers asking extremely high prices for their organs. This was made possible by the purchaser's want of knowledge in regard to organs and organ values. Very few persons, outside of the manufacturer and dealer, are capable of fixing the true money value of an organ. They have no means of acquiring knowledge in regard to this point and are at the mercy of every organ dealer who may be unscrupulous enough to take advantage of them. This fact made it easy to establish and maintain prices high enough to give every dealer, or agent, through whose hands the organs might pass, a handsome profit. So successful have the dealers been in maintaining high prices that the public has been educated to believe that it is necessary to pay a high price for an organ in order to procure a good one. We believe we have pretty thoroughly exploded this idea, but will refer those who are still in doubt, to the pages of this catalogue and request that they read it from cover to cover before making their purchase.

The object of this catalogue is to lay bare all of the secrets of organ manufacture and sale, so that the prospective purchaser can so thoroughly acquaint himself with the facts in that connection that he will be able to make his purchase more intelligently and with greater advantage to himself.

The enviable reputation which the Beckwith Organs have established for themselves has not been gained without years of patient toil and constant study. Of those years of toil and study we



are giving you the full benefit in this catalogue. The careful reading of these pages will place you in a position to take full advantage of all that we have learned in our years of experience in the organ business.

We believe that we have covered every point that is likely to arise in a transaction involving the purchase of an organ, but whenever questions arise which are not answered in these pages, we earnestly request our friends to write us and give us an opportunity to remove all of their doubts.

The engravings in this book were made by one of the best engravers in Chicago, direct from photographs of the parts and organs themselves, and show the organs and different parts as well as they can be shown in a picture. But no engraving, however good it may be, can give you a just idea of the real beauty of the Beckwith Organs. You must see one of them in your own parlor to fully appreciate their real merit. Before we send this book out on its mission we feel that we ought to acknowledge the kindness of our friends and state the grounds upon which we claim a continuance of their patronage.

We claim recognition upon the two points before stated, namely; quality and price. We do not consider it necessary to prove that our prices are the lowest. This you can easily ascertain for yourself by comparison. We feel, however, that we must satisfy you as to the method by which we have been enabled to make such low prices. This you will find fully explained in the following pages.

Upon the question of quality we do not wish to leave you in doubt and we believe that a careful perusal of this book will convince you that the Beckwith Organs are the best that were ever put on the market.

Our prices and our guarantee go hand in hand. It is one thing to make low prices and quite another thing to give a binding guarantee with the goods. We do both. We make the lowest prices and give the strongest guarantee of any concern in the organ trade.

We desire you to study this catalogue with your own best interests constantly in view and having done so, we are willing to leave the result entirely in your hands.



TERMS OF SHIPMENT.

We wish you to become perfectly familiar with our terms of shipment and the different offers which we make, and we desire in this place to explain our terms and offers in a few words so that you can understand them without difficulty.

We always sell our organs for cash. The reasons for this are fully given elsewhere in this catalogue and it is not necessary for us to mention them here. You, however, do not lose control of the money until you are perfectly satisfied with the instrument in every way. You do not take any chances whatever in ordering goods from us because our different free trial offers protect you from loss.

HOW TO TAKE ADVANTAGE OF OUR THIRTY DAYS FREE TRIAL OFFER.

We sell all our organs on thirty days free trial, allowing the customer an opportunity to give them a thorough test and examination before requiring him to accept them. You can take advantage of our thirty days free trial offer in two ways, as follows:

Our Offer No. 1. Deposit the price of the organ you have selected with your local banker, or express agent, and have him fill out and sign the certificate of deposit which we send you marked, "Offer Number One." Send this certificate to us and we will ship at once the organ which you select. We will allow you to try the instrument in your own home for thirty days, and if during that time it should prove unsatisfactory for any reason, you can ship it back to us, present the shipping receipt to the banker, or express agent, and he will refund your money. We will also pay the freight charges both ways. Should you not return the organ at the end of thirty days the banker, or express agent, will forward the money to us.

Our Offer No. 2. In case there is no banker or express agent in your town with whom you can deposit the money, you can send the price of the organ you have selected to us and our banking department will send you a certificate of deposit like the one we send you marked, "Offer Number Two." We will ship the organ you select and allow you to try it in your own home for thirty days and, if, for any reason, it should become unsatisfactory, you can return it to us and we will refund your money with interest at the rate of five per cent per annum. We will also pay the freight charges both ways as well as cartage. Most of our customers prefer to take advantage of this offer and send the money directly to us because we refund their money with interest at five per cent in case the instrument should prove unsatisfactory and they can in this way avoid letting their neighbors know what they pay for their organs.



OUR SPECIAL PREPAID FREIGHT OFFER.

Should you desire us to send the organ by freight prepaid you can deposit the freight charges, together with the price of the organ, in accordance with our Offer Number 1, or send it to us under Offer Number 2. We will then ship the organ with all freight charges prepaid. Should you desire to know the exact freight charges upon any organ to your town we will be glad to give them to you on request, or you can figure out the charges for yourself by the table of freight rates given. Should your town not be given you can figure the charges to your nearest shipping point and the additional charges, if any, will be very small. Should you deposit more than enough money to pay freight we will refund you the balance and if you should not deposit enough we will pay the balance and send you the bill for it.

ONE YEAR FREE TRIAL OFFER.

Not only do we allow you to try the instrument in your own home for thirty days before finally accepting it, but we also allow you to return it to us at any time within one year from the time you receive it if it does not prove satisfactory and we will refund your money and pay the freight charges both ways. We believe that you will admit that we are protecting you in every way and that you will be taking no chances in giving us your order.

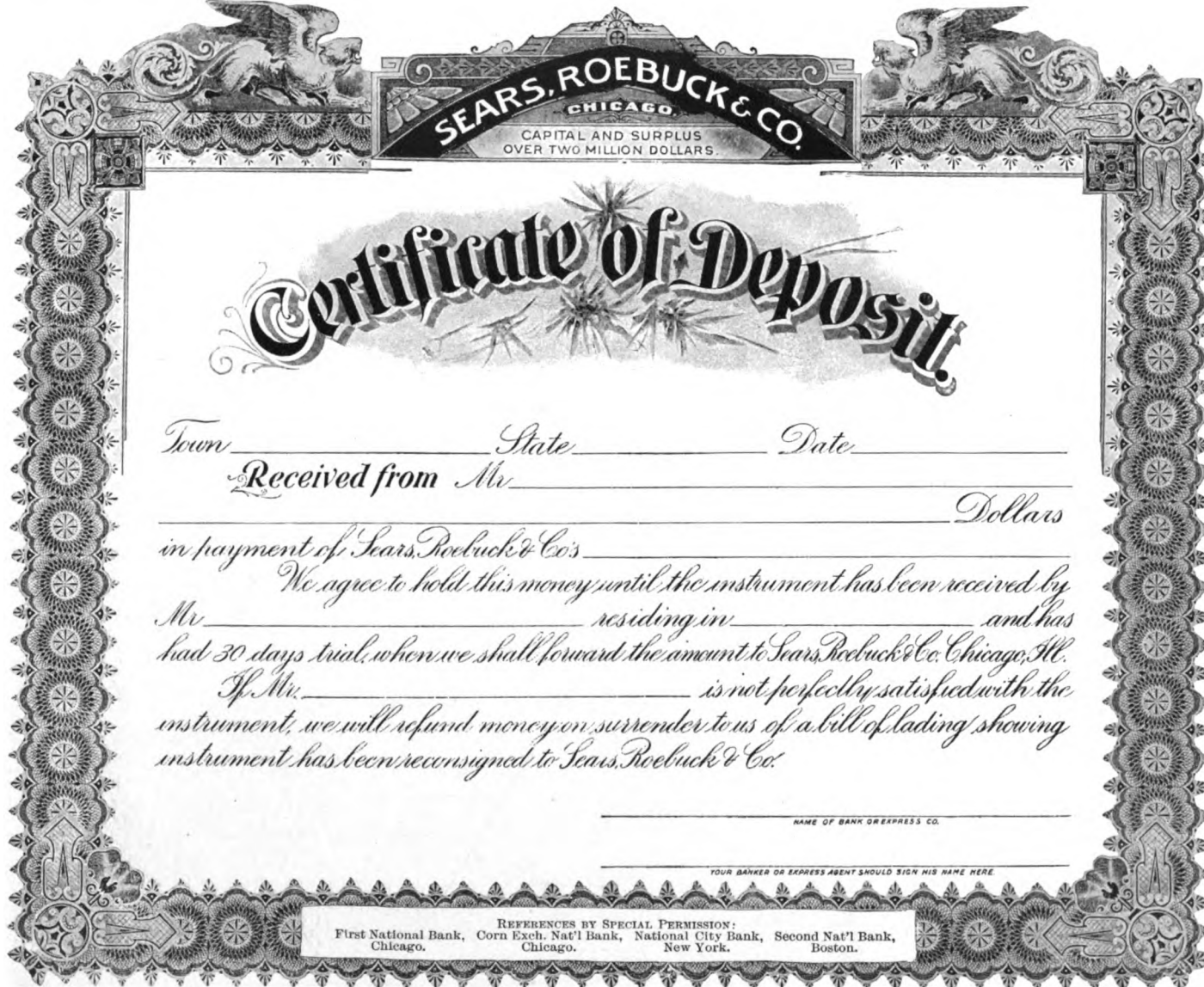
OUR C. O. D. OFFER.

Upon receipt of \$1.00, we will send any organ shown in this catalogue to any point in the United States, east of the Rocky Mountains or north of the Ohio River. We will send the instrument C. O. D., and the balance of the price can be paid when the organ arrives at its destination. This gives our customers an opportunity to examine the organs carefully before paying the balance of the price. Where organs are purchased C. O. D., we allow the same thirty days free trial that we do when the instrument is purchased in any other way, except that should the instrument prove unsatisfactory, and we find it necessary to return the money we do not add the 5 per cent which we do under our Offer No. 2. The deposit of \$1.00 required, is not intended in any way as part payment on the organ, but is simply required as an evidence of good faith.

Most of our customers prefer to send the full amount of the money directly to us, for by so doing they can avoid the fees for the collection and return of the money which always accompany a transaction of this kind, and at the same time they avoid the necessity of allowing their neighbors to know what they paid for their organs.

Our Offer Number One.

Below we give a facsimile of the Certificate of Deposit which is to be used when you desire to take advantage of our Offer Number One. You will find a copy of this certificate enclosed with the letter which we send you in response to your inquiry. You can deposit the price of the organ with your local banker or express agent and have him fill out carefully and fully this Certificate of Deposit. When the certificate is returned to us with your order we will immediately ship you the organ desired, on thirty days trial.



SEARS, ROEBUCK & CO.
CHICAGO
CAPITAL AND SURPLUS
OVER TWO MILLION DOLLARS.

Certificate of Deposit

Town _____ State _____ Date _____

Received from Mr. _____ Dollars

in payment of Sears, Roebuck & Co.'s _____

We agree to hold this money until the instrument has been received by
Mr. _____ residing in _____ and has
had 30 days trial, when we shall forward the amount to Sears, Roebuck & Co. Chicago, Ill.

If Mr. _____ is not perfectly satisfied with the
instrument, we will refund money on surrender to us of a bill of lading showing
instrument has been re-consigned to Sears, Roebuck & Co.

NAME OF BANK OR EXPRESS CO. _____

YOUR BANKER OR EXPRESS AGENT SHOULD SIGN HIS NAME HERE _____

REFERENCES BY SPECIAL PERMISSION:
First National Bank, Chicago, Corn Exch. Nat'l Bank, Chicago, National City Bank, New York, Second Nat'l Bank, Boston.

Most of our customers prefer to take advantage of our Offer Number Two and send the money directly to us, for by so doing they avoid letting their neighbors know what they have paid for the organ, and should the instrument prove unsatisfactory they secure the 5 per cent which we pay when we refund the money. Should you have any doubts about our responsibility we will refer you to the letters contained in the front of this catalogue from the two largest banks in Chicago.

Our Offer Number Two.

Below we give a facsimile of the Certificate of Deposit which we issue to our customers when they take advantage of our Offer Number Two and send the price of the organ directly to us. This is a much better way to do because the transaction is kept entirely confidential between our customers and ourselves. Should the organ be returned as unsatisfactory we will refund the purchase price together with interest figured at the rate of 5 per cent per annum. We also pay the transportation charges both ways.

CERTIFICATE OF DEPOSIT	
No. 6694	
BANKING DEPARTMENT.	SEARS, ROEBUCK & CO.
CAPITAL AND SURPLUS OVER TWO MILLION DOLLARS.	
REFERENCE BY SPECIAL PERMISSION NATIONAL CITY BANK NEW YORK METROPOLITAN NATL BANK CHICAGO GERMAN EX BANK NEW YORK CORN EXCHANGE NATL BANK CHICAGO	
Chicago July 15 1904	
<p>We hereby acknowledge receipt of Fifty one and 7/100 Dollars \$51⁷⁵/₁₀₀ deposited in our Banking Department by Mr. A. M. Jackson of Redlands, Cal. and to be used in payment for one of our Imperial Grand 46 7/6 2 Organs per the following conditions: We agree to hold this money on deposit until the instrument has been received by Mr. A. M. Jackson and he has had a 30 days trial of the same in his home. If the instrument should not prove satisfactory Mr. A. M. Jackson is to return it to the freight depot properly packed, addressed to us and obtain a bill of lading from the freight agent to be mailed to us and upon return of the bill of lading together with this receipt we will immediately refund to Mr. A. M. Jackson the full amount of money on deposit with us with interest added at the rate of 5 per cent per annum from date we received the money together with the freight charges paid by Mr. A. M. Jackson. We to pay the return freight charges at this end.</p>	
Signed Sears, Roebuck & Co.	R. W. Sears Pres
Invoice No. 96737 1/2	

We also advise our customers to take advantage of our Offer Number Two and send the price of the organ directly to us, because it is always more satisfactory and assures absolute secrecy in regard to the price paid for the instrument. Most people prefer not to have their neighbors know what they paid for the organ, and by taking advantage of this offer the transaction is kept strictly confidential.

Our Certificate of Guaranty.

Below we give a Certificate of Guaranty which we send with every organ which we ship out. By reading this certificate you will find that you are absolutely protected against any defects which may appear either in material or workmanship during a period of twenty-five years from the date of purchase. We issue this Certificate of Guaranty for the purpose of satisfying our customers and to protect them in every way. Our responsibility for the instrument does not cease when we make the sale but continues during every day of the guaranty period of twenty-five years.





THE MAKING OF AN ORGAN.

There is no "hocus pocus" about the making of an organ or hidden mysteries into which the public is forbidden to enter, and we propose to take you for a short tour of inspection through the factory so that you can see for yourself just how the organs are made, and examine and understand all the details of their manufacture. Most people believe that an organ is so "fearfully and wonderfully made" that the ordinary man cannot understand the different processes of their manufacture; this is a very great mistake. The ordinary, everyday rules and principles which govern the business of manufacturing are applied here and work their usual result in simplifying the processes and cheapening the product. We believe that we can explain the different processes of organ making so clearly to you that, even if you do not buy from us, you will be able to buy from the other dealer more intelligently and with better advantage to yourself. Manufacturing processes are always interesting because in this, man approaches more nearly to the power of creation than in any other line.

THE WOOD.

The process of organ manufacture must begin long before the material comes into the factory. The lumber must be first subjected to a long process of air and kiln drying so that every bit of moisture is removed from the grain of the wood. This process cannot be hurried, for if the lumber is used before it is "bone dry" the instruments in which it is used could not safely be guaranteed for any length of time. There are many organs on the market today containing material which has been hurried through this process, but the customer does not find it out until he attempts to use the organ some day and finds it ruined. Wood which is not thoroughly seasoned by this process is easily affected by atmospheric changes and is liable to shrink or expand and destroy the usefulness of the organ into which it enters.

THE BELLows.

The office of the bellows is to supply the necessary air by which to vibrate the reeds and thus produce the tone. The bellows which we use in our organs are specially constructed on newly discovered principles and are so arranged that a vacuum is formed in a reservoir insuring a steady and even current of air to the reeds. By this arrangement that jerky, spasmodic sound, so often noticed in other organs is entirely avoided and an even, smooth tone produced. This reservoir is furnished with an ingeniously constructed valve which relieves it of all surplus air pressure so that the bellows and reservoir cannot be strained by a violent pumping of the pedals. Both the bellows and reservoir are constructed of three-ply built up stock so that they cannot warp, twist or get out of shape in any way. They are covered with the finest quality of silk rubber cloth, manufactured specially for this purpose.

A Trip Through The Beckwith Organ Factory



The bellows, reservoir and pressure valves are controlled by flat, oil tempered steel springs which will not lose their strength or elasticity. These are some of the things you cannot see and they are often slighted by organ makers. We use as much care in making and fitting those parts which the customer doesn't see as we do with those that are plainly visible. Our guarantee covers every part of the organ, whether seen or unseen.

An entire department of the factory is devoted to the manufacture of these powerful bellows, which are a distinctive feature of the Beckwith Organs. In this department we find these bellows in all stages of manufacture. The engraving shows a piece of the stock from which they are constructed. (Fig. 1.) The different layers of wood can be seen and the direction of the grain in the wood.

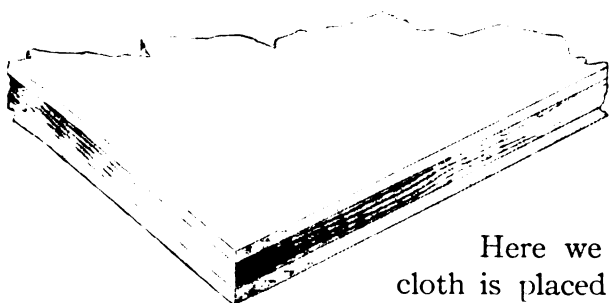


Fig. 1

Here we see the bellows before the rubber cloth is placed in position. The engraving shows the exhaust valves through which the air rushes when the bellows is closed. (Fig. 2.) When the bellows is being opened to admit the air through the reeds the strip of cloth shown in the engraving (Fig. 3.) clings tightly to the holes in the bellows and thus excludes every bit of air. You will see one of the exhaust valves pulled back to show the valve holes. (Fig. 3.) Fig. 3 also shows us the bellows after the silk rubber cloth is placed in position. (Fig. 3.) This cloth is of the very finest silk, covered with a heavy coating of rubber, which effectually prevents it from leaking.

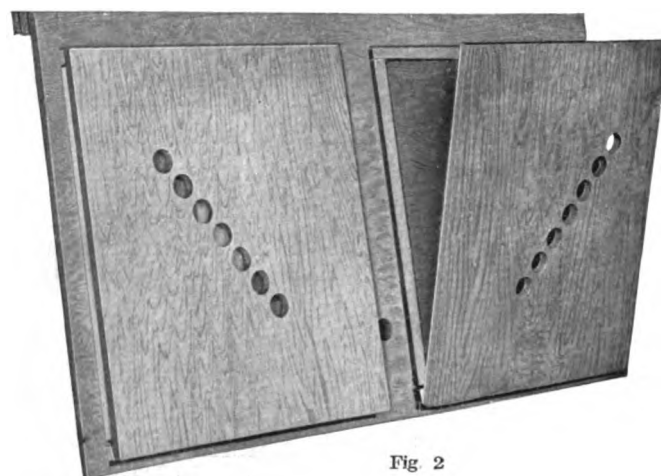


Fig. 2

These bellows exhaust the air in the reservoir, creating a vacuum into which the air rushes through the reeds, producing the different tones. When the bellows are closed the air from the reservoir is exhausted through the valves shown in the engraving.

The next step in manufacture is to attach the bellows to the reservoir and foundation board. The method of doing this is shown in the engraving. (Fig. 4.) The foundation board is the board upon which the action rests. There are

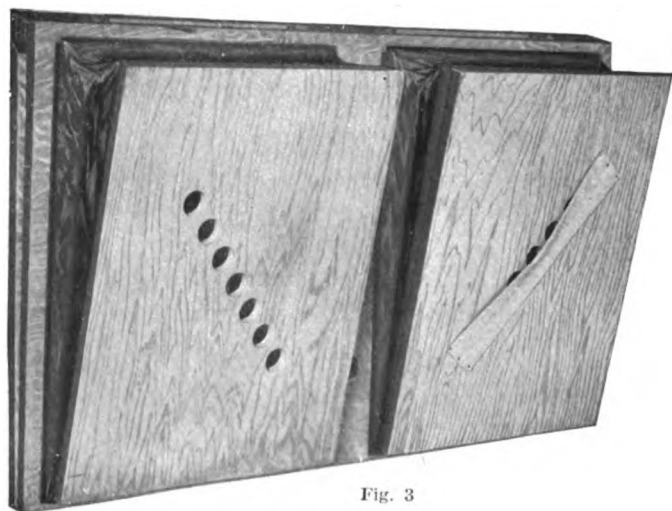


Fig. 3

A Trip Through The Beckwith Organ Factory

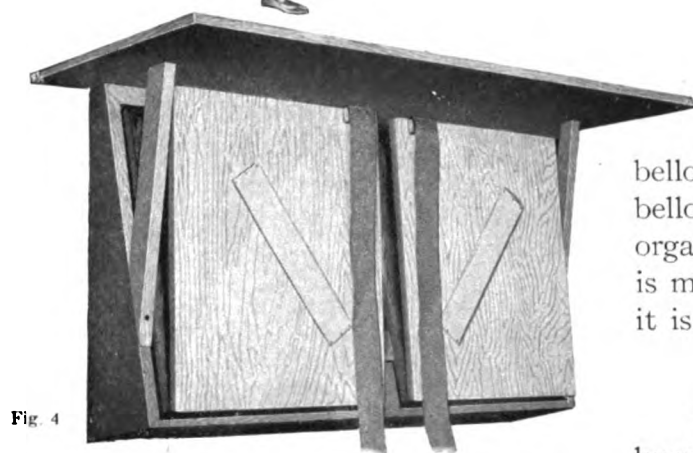


Fig. 4

two long holes in the foundation board, through which the air passes from the reeds to the reservoir. This part of the foundation board is called the "throat," and in many organs is fastened to the bellows with glue and nails. In the course of time the bellows will work loose from the foundation board, and the organ will be ruined. In the Beckwith Organs this connection is made with glue and screws, making the joint so solid that it is impossible for it to open up or leak.

THE SOUNDING BOARD.

The accompanying engraving (Fig. 5) shows the sounding board with reed chambers and reeds in place. This sounding board is made of the finest kind of quarter sawed cork pine and is so thoroughly air and kiln dried that the vegetable matter in the pores of the wood is thoroughly hardened and the board becomes as resonant as the top of an old Cremona violin. The wood for these boards is selected with great care, as the tone of the instrument depends to a large extent upon their excellence. The grain must be perfectly straight and sound in order to insure an even, mellow tone. In many makes of organs this point is entirely overlooked and you do not get the mellow, rich tone so characteristic of our organs.

Fig. 6 shows the sounding board with rims and mutes attached. The rims connect the sounding board with the foundation board, forming a chamber through which the air passes from the different sets of reeds. The mutes are connected by hinges to the reed board and held tightly closed by springs. They are opened and closed by stops connected with the projecting rods. By their use the tones of the different sets of reeds are combined and qualified in a very effective manner.

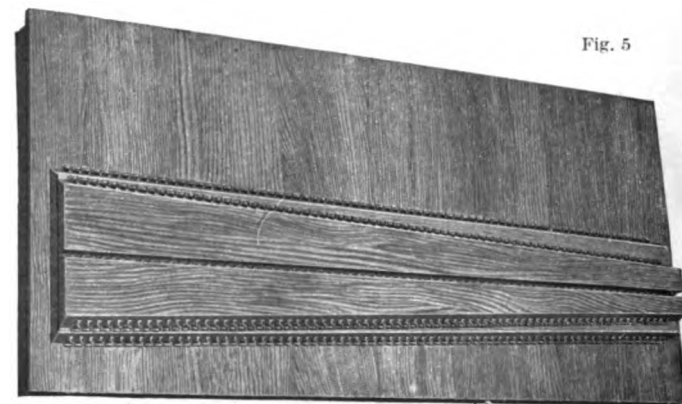


Fig. 5

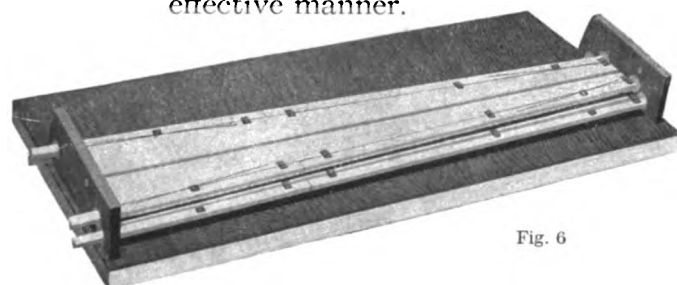


Fig. 6

The next step is to place the "tracker pins," couplers and swells in position. (Fig. 7.) The "tracker pins" are made out of the most thoroughly seasoned wood so that they will not expand in damp weather. They are connected with the valves



on the bottom of the sounding board and by pressing the key, which rests on the pin, the valve is opened, allowing the air to pass through it and sound the reed. In many makes of organs these pins are so loosely fitted that they will leak, thus destroying, to a great extent, the effectiveness of the bellows, and reducing the volume and power of the organ. Great care is exercised in the manufacture of the Beckwith actions and each one of these pins is so

carefully fitted that it is perfectly airtight, and works lightly and easily. You will notice by examining the engraving (Fig. 7), that some of these pins are fitted with "shoulders" for connection with the couplers. The engraving shows how each one of these "shoulders" is carefully felted so as to avoid wear.

COUPLERS.

The treble and bass couplers are the bent wires with flattened ends shown in the

engraving. The office of the couplers is to connect the note struck with the corresponding tone an octave above or below, according to whether the treble or bass coupler is used. This greatly increases the volume of the organ and is especially effective in the Beckwith Organs, as the couplers are operated by an entirely new system.

THE SWELLS.

The office of the swells is to increase or diminish the volume of tone, and this is accomplished by opening and closing them by the aid of the stops or knee swells. When the swells are closed, as in Fig. 7, the tone is confined to the small space between the swells and the reed cells, causing it to be softened. These swells open upward in the same manner as the mutes, and when closed are held tightly by the springs, one of which is shown in the engraving (Fig. 7.)

THE VALVES.

Fig. 8 is a view of the bottom of the sounding board showing the valves in place. Each one of these valves covers an aperture in the sounding board through which the air passes from the reed to the bellows. When the key is depressed the "tracker pin" presses against the valve and opens it sufficiently to admit the air from the outside. The current of air passing through, vibrates the reed, causing it to

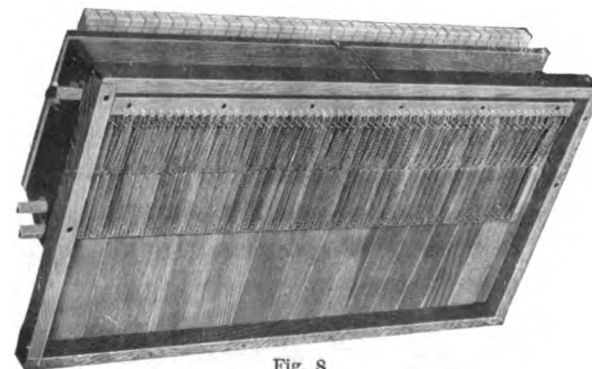


Fig. 8



sound. These valves are held in place by pins and kept tightly closed by the springs shown in the engraving. Each valve is covered with fine wool felt and sheepskin. The wool and sheepskin are glued to the valve by machinery and fastened in the middle only, leaving the edges loose, as shown in Fig. 9. This method of gluing makes the valve perfectly air tight when closed. We have had numerous cases where customers have taken the valves out of their organs and finding them in this condition, have attempted to remedy the supposed defect by gluing the edges of the wool and sheepskin securely to the valve. Valves glued in this way are sure to leak and make no end of trouble. We have had organs returned to us as unsatisfactory where the customer had attempted to "fix" the valve by gluing a strip of thin cloth over the sheepskin. To the disinterested observer it would hardly seem fair to ask us to receive an organ back under these circumstances, but it is our policy to satisfy the customer at all hazards. It has been our experience that the people who deal with us are honest and disposed to be fair with us and we sell our organs on this basis.

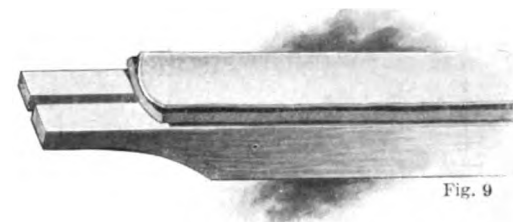


Fig. 9

KEYS.

The keys are next placed in position as shown in Fig. 10. We wish to lay special stress upon the fact that the "touch" of the Beckwith Organs is light, quick, and responsive. The key action of most organs, even the highest priced instruments, is stiff and slow, caused generally by the wood of which the action is made being not thoroughly seasoned nor well fitted. In the Beckwith Organs the connection between the keys

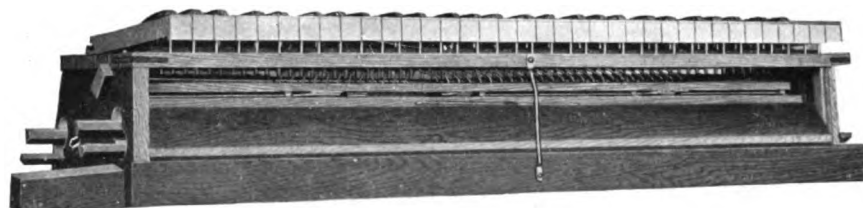


Fig. 10

and the valves is so close that the reeds respond instantly to the touch of the performer. The entire key action is so substantially constructed that it cannot get out of order.

STOPS.

The engraving (Fig. 11) shows the stop action with connections. By the use of these stops, together with the knee swells, the entire capacity of the organ is at all times under the control of the performer. All of these connections are carefully felted with fine wool felt so that they will not become loose and rattle. This point is overlooked in the organs of many other manufacturers, and after the instrument is used

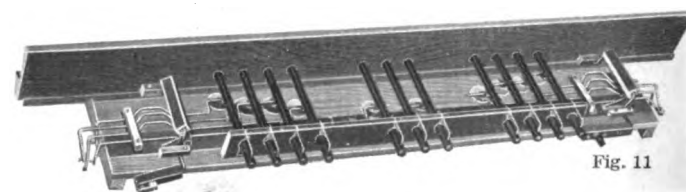


Fig. 11

A Trip Through The Beckwith Organ Factory



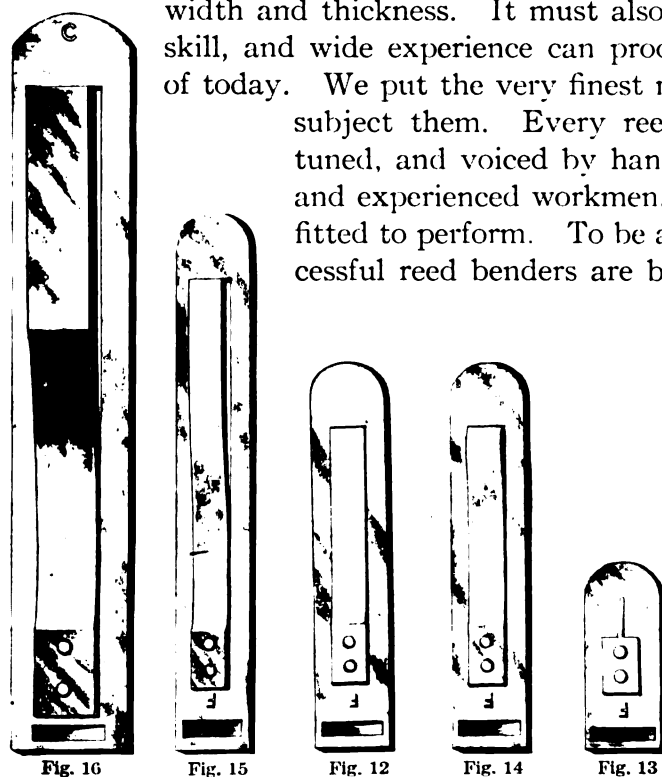
for a time the connection become worn and rattle with the vibrations of the organ. Do not overlook this point when considering the purchase of an organ. The Beckwith Organs are fitted with from eleven to eighteen stops within easy reach of the performer's hands.

REEDS.

At this point in the process of manufacture the reeds are placed in the organ, although some manufacturers do not place them until the bellows are attached. The reeds with which our organs are fitted are of the very best quality and are tuned and voiced by hand. The reed block is made of solid brass to which the tongues are double riveted. From the finest piccolo tone to the lowest sub-bass throughout the entire scale they are even and accurate and their tone is wonderfully flexible and sweet. A great deal of care and study has been given to the construction of these reeds, and the makers have succeeded in combining that singing quality so desirable in an organ, with the grand pipe like tone which can alone give solidity and dignity to the harmony. The tone is produced by directing a current of air through the slot in the reed block. This causes the reed to vibrate and produce the tone desired. In order to produce a given tone, the reed must be of just the proper shape, length, width and thickness. It must also be tempered and properly tuned and voiced. Nothing but care, skill, and wide experience can produce reeds which are equal to the requirements of the musicians of today. We put the very finest reeds in our organs, as none others will stand the test to which we

subject them. Every reed, from the largest to the smallest, is carefully inspected, bent, tuned, and voiced by hand. This operation is performed by only the most careful, skillful and experienced workmen. The bending of the reeds is an operation that very few men are fitted to perform. To be a successful reed bender a man must have the faculty inborn. Successful reed benders are born, not made. The reed depends for its tone upon the peculiar formation given it by the bender and if this operation is not performed skillfully the tone of the organ will be poor. The reeds in the Beckwith Organs are all bent by an expert who has combined years of experience with a strong, natural faculty for this work. This is the secret of the fine tone quality of our organs.

The engravings show some of the different reeds bent ready to be placed and one (Fig. 12) straight, before bending. Fig. 13 is a piccolo reed, Fig. 14 a flute reed, Fig. 15 a diapason reed, Fig. 16 a sub-bass reed. Notice how solid the reed block and how well the tongue is fastened. Nothing but the finest kind of brass is used in these reeds. Remember that the reeds





are an integral part of the organ and as such are fully covered by our guarantee, so that the misrepresentations of other parties who have organs to sell, need not worry you, as you are fully protected by our guarantee.

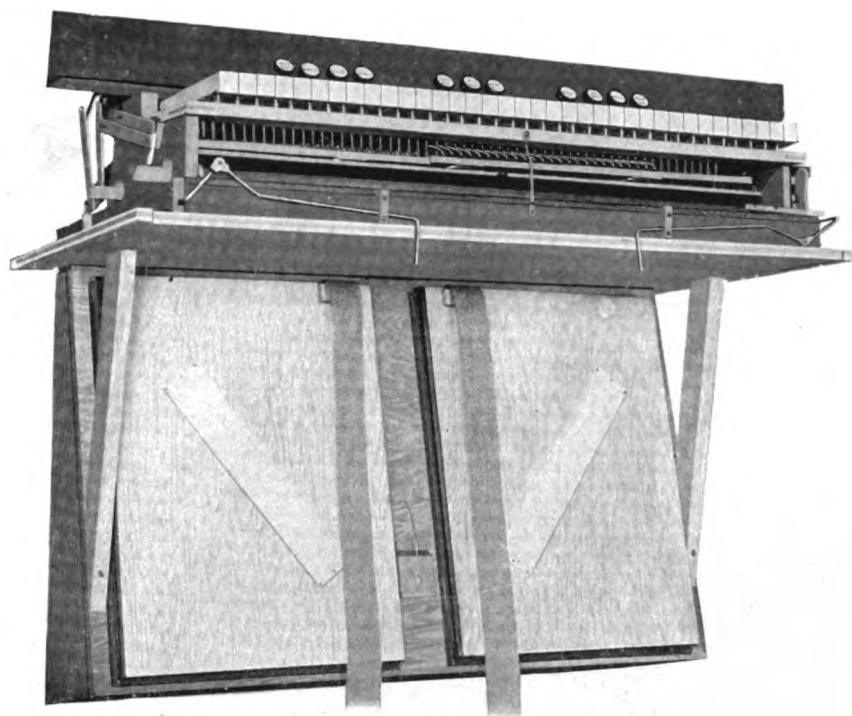


Fig. 17

After the organ leaves the hands of the tuner it is turned over to the inspector who is thoroughly competent to judge of every detail in its manufacture and whose duty it is to go over the instrument thoroughly from top to bottom. He is held strictly responsible for any defect which may exist in it at the time of shipment. After the instrument has been O. K.'d by the inspector it is polished off and sent to the packing room for boxing and shipping.

Fig. 17 shows the action all ready to put in the case. This engraving shows how the action proper is connected with the bellows and reservoir. Fig. 18 is a rear view of the same, showing the Vox Humana. This is a fan inside of a circular case. The current of air passing through this fan gives the tone of the organ that wavy, undulating effect which is an exact imitation of the singing voice, hence Vox Humana (Human Voice). After the action is placed in the case the organ is sent to the fly finishing room where the action is fastened in the case and all the connections made. From the fly-finishing room the instrument goes to the tuner who tunes and voices it and corrects everything pertaining to its tone quality.

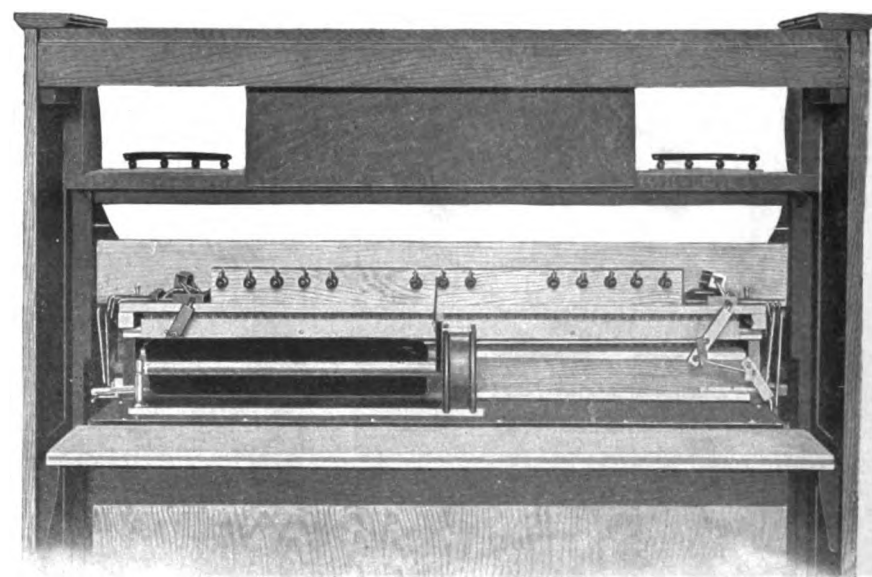


Fig 18



THIRTY DAYS FREE TRIAL OFFER.

We are determined to remove all doubts from the minds of our friends in regard to these organs and for this purpose our customers are allowed thirty days free trial, according to our liberal terms of shipment, to which we call your attention. If at the end of that period the organ is not entirely satisfactory for any reason, it can be returned to us at our expense and every cent you have paid will be cheerfully and immediately refunded. This liberal offer gives you an opportunity to examine and test the organ carefully at your leisure. It gives you time to invite in your musical friends and get their unbiased opinion of the instrument. No other dealer can offer you such terms as these and we could not do so if we did not have the most absolute confidence in the organs which we sell. We feel that we must sell these organs entirely on their merits or not at all. We have to meet all kinds of opposition and competition from those who are right on the ground to extol the good qualities, and press the sale of their organs. We know it is not to the interest of the dealer or agent to show us any favors and we do not expect any. We send out our organs on their merits and if their good qualities, together with our extremely low prices, are not sufficient to insure their sale against all adverse criticisms, and misrepresentations, we are willing to stand the loss in every case. We not only give you the privilege of returning the organ if not perfectly satisfactory, but we request as a personal favor that you will return it, as we cannot have a customer dissatisfied in any way. Let us call your attention again particularly to our Offers 1 and 2, found on page 5, and trust you will see your way clear to take advantage of either one or the other.

OUR ONE YEAR TRIAL OFFER.

The idea may occur to you that thirty days is too short a time for a trial of our organs and that an organ will not show defects in such a short time; that it is impossible to tell in such a short time whether or not an organ is going to prove satisfactory. It has been our experience that our customers invariably pronounce themselves perfectly satisfied long before the thirty days expire, but to satisfy everybody perfectly and make assurance doubly sure, we allow any one of these organs to be returned to us at any time within one year from the time of purchase if for any reason the instrument is not perfectly satisfactory. This means that you can return the organ entirely at our expense and every cent you have paid will be cheerfully refunded, together with freight and cartage. You will see at once that we do not ask you to take any chances whatever. You are fully protected and have every safeguard thrown around you. We want you to feel perfectly safe in ordering from us, and we know you will admit that such liberal terms were never offered before. We do not believe that you will hesitate any longer about giving us your order.



OUR RESPONSIBILITY.

A guarantee to be of any value must be backed by parties of responsibility and integrity. Do not accept a guarantee from parties whom you do not know to be responsible in every way. Not only should they be responsible but they should also have a permanent and lasting place in the business world. The house or agent that gives the guarantee may be perfectly responsible today, but may go out of business tomorrow. There are then two points upon which you should satisfy yourself before accepting a guarantee, namely: responsibility and permanency. What good does it do you to accept a guarantee for twenty-five years unless you are reasonably certain that the firm that gives it will continue in business until the end of that period? Did you ever look at it in this way?

Our customers, the people who have dealt with us and know us, will not question our responsibility or permanence for a moment, but for the purpose of removing all possible doubts from the minds of those who have never traded with us and do not know us, we call attention to the following facts:

Our responsibility is well established with banks and other financial institutions throughout the country. These people take nothing for granted and are not satisfied unless the evidence of financial responsibility is laid fully before them. As a proof that the banks are fully satisfied we call your attention to the letters shown on page 2 of this catalogue. The Corn Exchange National Bank has a capital and surplus of five million dollars (\$5,000,000), and is one of the big banks of Chicago. The First National Bank is the largest bank in Chicago and has a capital of twelve million dollars (\$12,000,000). We can also refer you, by special permission, to the National City Bank of New York, the largest bank in the United States. In the face of this evidence we do not believe that anybody will question our financial responsibility.

As an evidence of the permanent character of our house, we call your attention to the fact that we are the largest mail order house in the country. We number over two millions (2,000,000) of the best people of the country among our customers. This, in itself, is one of the best evidences of permanence.

Our buildings consist of a main building eight stories high, covering an entire city block, besides numerous other large buildings devoted to the sale of almost every article of merchandise. In these various buildings we employ very nearly four thousand persons, all of whom are constantly employed in catering to the wants of our customers. Our main building, owned by us, is one of the largest commercial buildings in the world occupied by one concern. We also control the output of numerous large factories in almost every line of manufacture. Our trade covers the world, and every forward step is taken with a view of permanence. At the present time we have a capital and surplus of Two Million Dollars (\$2,000,000). It has been our constant aim to place our business upon a foundation as solid as the government itself. In the face of all this evidence we do not believe that anyone will question our right to give a twenty-five years guarantee, or our ability to stand behind it at all times.



FREIGHT CHARGES.

We do not pay freight charges. Our price is for the organ carefully packed and delivered to the railroad company at our factory, and you must pay the freight to your town.

Many people have an idea that the dealer can get a lower freight rate from the transportation companies than the purchaser is able to obtain. This is a great mistake and is the cause of a great many other errors in regard to the purchase of goods. The dealer who quotes prices on goods **delivered** to your town must necessarily protect himself against loss by excessive freight charges, and in order to do this he must add, to the regular price, the highest possible freight charges to the furthest possible shipping point. By this method the customers who live near by are required to pay the same amount of freight as those who live at the most remote shipping points. This is manifestly unfair. Your local dealer has to pay this high rate of freight when he buys by this method and you in your turn must pay it when you make your purchase. You will be able to figure the freight upon any of these instruments by ascertaining its weight and consulting the table of rates given on page 80. You may not find the name of your own town given there, but the rate given to the nearest town will give a basis to figure on and the additional charge to your own town will be very small. We are always willing to guarantee that the freight will not be over a given figure, and if the amount (of the freight rate guaranteed) is sent us with the order we will prepay the freight and thus insure the customer against paying any more than the amount specified. Do not be deceived by dealers who offer to send organs freight prepaid. The price they make covers all these things and leaves a handsome profit as well. It is much cheaper for you to buy by our method and pay your own freight charges than to pay a "delivered" price which must cover the cost of freight to a much greater distance than your town. A good many people have an exaggerated idea of the amount of freight which they will have to pay on one of these organs. As a general rule the freight charges are extremely reasonable and you will find, after adding the freight to the price paid for the organ, that we have saved you at least one-third on your purchase. All we ask is an opportunity to prove that the above assertions are true, and if we cannot satisfy you on these points we do not ask you to pay us a cent.

BUYING THE ORGAN.

The purchase of an organ is always an event in the home and marks an epoch in the progress of that home toward refinement and happiness. Nothing adds so much to the attractiveness of the home as a fine organ, as it encourages and assists the cultivation of the musical faculties of the members of that home and makes it the most delightful place on earth. Some writer has said "Let me write a nation's songs and I care not who writes its laws." The true foundation of a nation's greatness



is found in its homes, and no nation can hope to be great that does not have strong, attractive homes. Nothing works so strongly toward this end as music in the home. How necessary it is then that we should cultivate the musical faculty in the home, and the purchase of an organ is a long step in this direction.

Two main points must be considered always when contemplating the purchase of an organ, namely: quality and price. There is little danger of the prospective buyer going wrong on these points nowadays, if he uses care and takes time to investigate the merits of the different instruments offered for his consideration. The desire is ever present to secure the finest instrument possible at the least possible price. This is a legitimate and natural desire and must be taken into consideration in the manufacture and sale of organs. We have kept this desire on the part of the purchaser steadily in view, and our success in meeting these desires has been most gratifying.

There are many points in the construction of an organ, both in material and workmanship, which are only understood by the manufacturer and dealer and for the excellence of these, the purchaser must take the word of the dealer from whom he buys. How necessary it is, then, that the purchase be made from a responsible concern that can, and will, absolutely guarantee every organ sold. No matter what the dealer or agent may say, you should always insist upon a written guarantee. The parties from whom you buy, certainly know more about the workmanship and materials which enter into the construction of their instruments than you do, and if they will not guarantee them they should not ask you to buy them. The agent may tell you that he "thinks so" or he "guesses so," or that he is "sure that such is the case," but if he refuses to give you a written, binding guarantee, signed by responsible parties, do not consider his organs at any price. It is one thing to make an organ and sell it at a low price and quite another thing to stand by it as the years go by.

SECOND HAND ORGANS.

Above all things do not buy a second hand organ. There is nothing so deceiving as an organ which has been used for a time by people who have been careless in its use. It looks all right from the outside but its action may be worn out and just ready to give out when you buy it. You can never be sure of it from one day to another. The party from whom you buy it will not guarantee it and if he does guarantee it the chances are that he is not sufficiently responsible to make the guarantee worth anything. A careful examination of the prices given in this catalogue will convince you that we can sell you a perfectly new, fully guaranteed organ at prices as low, if not lower, than others will ask you for second hand organs. It may seem cheaper in some cases to buy a second hand instrument, but you will find that it is more expensive in the end.

A Trip Through The Beckwith Organ Factory



OUR REPUTATION.

Our reputation rests upon the most solid of all foundations—what two million satisfied customers think of us. It is with genuine pleasure that we accept every opportunity to refer to any of these customers who may reside in your neighborhood. The best asset that any concern can possess is a well deserved reputation for honesty and integrity, and this is doubly valuable when it rests upon the voluntary testimonials of thousands of satisfied customers. This being true it is evident at once that we could not afford to misrepresent anything contained in this catalogue, or send out goods which are not satisfactory and do not represent a great saving in every way. We go upon the principle that a satisfied customer is the best advertisement, and we are determined to satisfy our customers at any cost.

TRADING AN OLD ORGAN FOR A NEW ONE.

It frequently happens that the prospective purchaser has an old organ which he wishes to trade as part payment on the new one, and the dealer, or agent, is always ready to accommodate him in this particular by making him a surprisingly liberal allowance for the old organ. It is right at this point that the buyer ought to stop and think. What does the agent do with the old organ? He has probably allowed much more on it than he will ever be able to sell it for, and in many cases it is entirely unsalable. Now the agent cannot afford to give anything away, and he must provide for this loss in some way. How does he do it? He fixes the price of the new organ high enough to cover all of these things and leave a handsome profit for himself. Who stands the loss on the old organ? You do; because you have paid a much higher price for the organ than you should have paid in order that the agent may provide against just such losses as these. But not only are you required to pay this high price to cover the loss on **your** old organ, but also to cover the loss on **your neighbor's organ**, in case you have none to trade. By comparing our prices with the prices asked by the agent you will see at once that it will pay you to throw the old organ away or sell it for what you can get for it, and take advantage of our low cash prices. We never take old organs in exchange as part payment for new ones, or handle them in any way, for if we did so we would have to follow the agent's plan, and raise our prices at least one-half.

YOU ARE PROTECTED.

We make it easy for you to buy from us. We realize the fact that many people are attracted by our extremely low prices, high quality of goods, liberal terms and offers, our binding guarantees, etc., and would really like to place an order with us, but they hesitate because we are a mail order house and in many towns there is a very great prejudice among the merchants against mail order buying. The home dealers, of course, are antagonistic to us, and if the customer is dependent in some measure on the good will of his home dealers, he will hesitate to buy from us. In such cases



A Trip Through The Beckwith Organ Factory

our methods protect the customer most thoroughly. **We make every transaction with us strictly confidential.** Our name does not appear at all upon the article, box, wrapper, shipping case, envelopes, etc., and you can send your order to us and we can ship an organ to you without anyone in your town being any the wiser. Understand, we would be very glad indeed for our name and address to appear prominently on the organ, packing case, etc., for it would mean thousands of dollars worth of advertising to us, and instead of omitting our name and address from our merchandise, we have every reason to be proud to let everyone know that we are responsible for the merchandise. But to protect all those who care for this protection and to make it possible for you to order your organ from us without fear of anyone learning at the railroad station where you bought it, our name and address will not appear either on the organ or on the shipping case, so that whether you are a merchant and wish to take advantage of our facilities of buying an organ from us, or whether you are a professional man or dependent upon the good will and trade of your fellow townsmen and do not wish to antagonize them, you can save money by buying an organ from us. The trade name, Beckwith Organ Co. is all that appears on the instrument.

DISCOUNTS.

One of the favorite methods of the organ dealer, or agent, is to allow the prospective purchaser a special private discount from the regular price of the organ. This always seems very flattering to the purchaser and often insures a sale where other means have failed. Now did it ever occur to you that the very fact that the agent can give you a discount proves conclusively that his prices are higher than they ought to be? Do you think that he can afford to give anything away, and doesn't it occur to you that his prices are placed at a high figure for the very purpose of allowing such discounts as these? Under this method of doing business, are you ever quite sure that you are getting the very lowest price that the agent can make? If he makes you a discount of ten dollars, will he not make your neighbor a discount of fifteen dollars if he finds it necessary to do so in order to make the sale? It has been the custom for dealers to print prices in their catalogues from which they were prepared to make a large discount. They did this for four reasons: First, to enable them to get the largest possible prices for their goods; second, to protect the local dealer in such prices as he might desire to make; third, to enable the dealer to take old organs in exchange without reducing his profit; and, fourth, to make the customer believe that he was getting a great reduction in the prices which he paid for the goods.

We do not make any discounts from the prices given in our catalogue, so that when buying from us, you know that you are getting the lowest prices that can possibly be made, and you are sure that no one else can buy the same organ one cent cheaper.



COMMISSIONS.

On almost every organ sold some one gets a commission. It may be the music teacher, a local musician, or someone else. It may not be in the form of money, it may be in the form of a present of some kind, but no matter what form it takes, it is still a commission, and must come out of the price paid for the organ. The dealer cannot afford to give anything away, either in commissions or presents; he is not in business for that purpose. He makes you pay for all these things, but you don't know it because it isn't in the bill. Do you recall the story of the traveling man's suit? No? Well, here it is, and it illustrates the point very nicely. The traveling man was in need of an overcoat, so he bought one and charged it up in his expense account. His employers, very naturally, objected to paying for the overcoat, and he sought the advice and counsel of his friends—old traveling men, learned in the devices of the road. The result of the advice was that when he wanted a suit he bought it and, instead of charging the price on his expense account, he simply increased the items of his legitimate expense so as to cover the suit of clothes, and his employers were none the wiser. It was in the bill, but they couldn't see it.

So it is with commissions and presents, they are in the price paid for the organ, but you can't see them. There is nothing in our prices that you can't see. We never allow any commissions or discounts to anybody, and in this way we give our customers the benefit of all commissions and discounts which they have to pay when purchasing from other dealers. Don't you think it is worth your while to consider this?

OUR GUARANTEE.

When the organ comes to you it looks new and handsome. The tone is sweet and the action works to perfection. No fault can be found with it in any particular. This is just as it should be; but when you have paid over your money and the agent has gone away the real test begins. Will the organ last? Will it be as good tomorrow, next month and next year as it is today? An organ is like a man; it must have character or it is worthless. Has this organ character? What are its antecedents and what is its history? Where did it originate and who are responsible for it? These are all questions that should be asked and answered before the money is paid. When you buy an organ without a guarantee are you ever quite sure about the future of your investment? Should you discover defects in the organ tomorrow, or the next day, to whom will you turn for redress?—Whom will you hold responsible? Have you thought of this at all? Have you thought of it in this way?

Every one of our organs is accompanied by a written, binding guarantee for twenty-five years. Just think of it! We stand behind our organs for a quarter of a century. It is evident that they



must be good organs to warrant such confidence as this. We can guarantee these organs because we know, and have confidence in, the men who make them. Only the most skilled and conscientious workmen are employed, and every bit of material that comes into the Beckwith factories is rigidly inspected by men who are expert in this kind of work. The result is that nothing enters into the construction of these organs that is not of the very highest character.

From the time the material enters the factory, until it comes forth a complete and perfect organ, this guarantee is kept steadily in view. At every step in the process of manufacture the organ maker works under the shadow of this guarantee. Every workman, every superintendent, every clerk and every department manager through whose hands the instrument passes, is held responsible for its life and character. Should it be returned to us at any time during the guarantee period, for some defect in workmanship or material, so perfect is our system that we could immediately put our hands upon the man responsible for the defect. Is it any wonder then that we are able and willing to guarantee our organs for nearly a generation?

A facsimile copy of this guarantee will be found on page 7 of this catalogue, and we would advise you to study it carefully. A very handsomely engraved copy is sent with each organ, so that you are always in a position to produce the evidence of a positive guarantee on our part. We take all the responsibility and all the chances—you take none. Whatever may happen you have the assurance that you are perfectly safe. No other dealer can protect you as we can, and it is only under these conditions that we ask you to buy. Look for the guarantee; **ask for it; insist upon it.**

BUYING ON INSTALLMENTS.

The installment plan of purchasing an organ offers many inducements to those who are so situated that they cannot purchase for cash. It offers many attractive features, not the least being that the purchaser has the use of the organ while paying for it. Another attractive feature is that the future payments seem to be far, far away; and they are, until the contract is signed, and the first payment made; after that they follow each other with alarming rapidity. One payment is no sooner made than another falls due, and life is a burden until the last payment, with the exorbitant interest which has accumulated in the meantime, is paid. Installment payments have a very bad habit of coming due just at the wrong time, as any man who has purchased in this way knows to his sorrow. But the great evil of the installment plan lies in the fact that it is necessary to establish and maintain high prices in order to cover the many and large losses which always flow from this method of sale. The price that you pay must be made high enough to cover the loss which the dealer suffers because someone else failed to make his payments. Because you are honest and make your payments promptly you are required to pay enough extra on the price to make up to the dealer what the other fellow failed



to pay. To satisfy yourself that you are required to pay more when you purchase in this way, just ask the dealer, or agent, to make you a price upon the instrument for cash and then compare it with the price which he charges you upon installments; then compare our cash price with his installment price, and we do not believe that any further argument will be necessary.

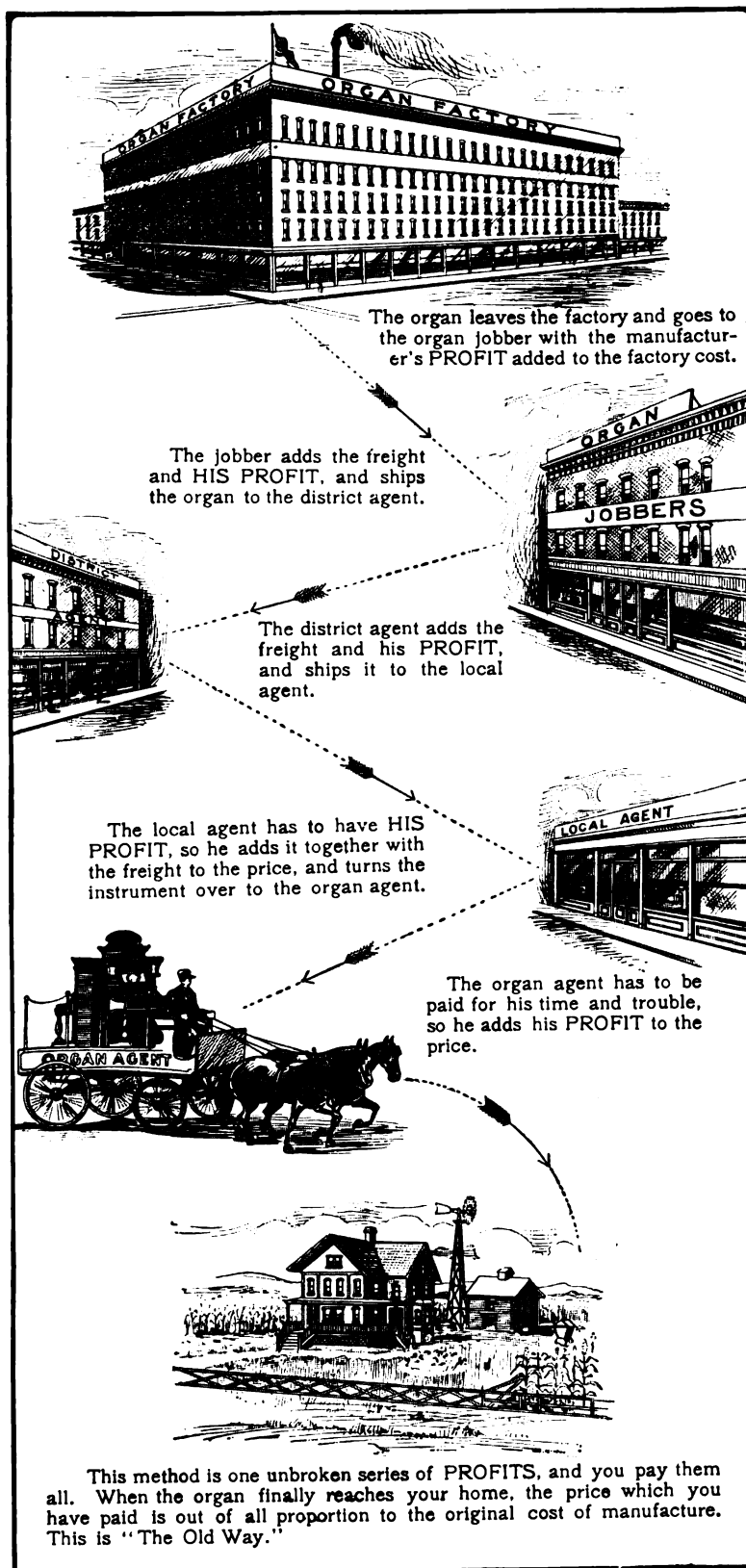
OUR LOW PRICES.

Our low prices are due to the great saving which we make in manufacturing cost and selling expense. In view of the fact that we control the entire output of the two immense Beckwith Organ Factories, we are able to obtain prices on high class organs which are away below what any other dealers can possibly secure. We handle such an immense number of these organs, that we are able to place our orders with the factory in such numbers as to enable the factory to buy its material at the very best possible advantage. This enables them to quote us much lower prices than they could otherwise do. These factories, being equipped with all the latest labor saving machines, are able to turn out the work on these instruments at a very much lower cost than is possible in any other factories.

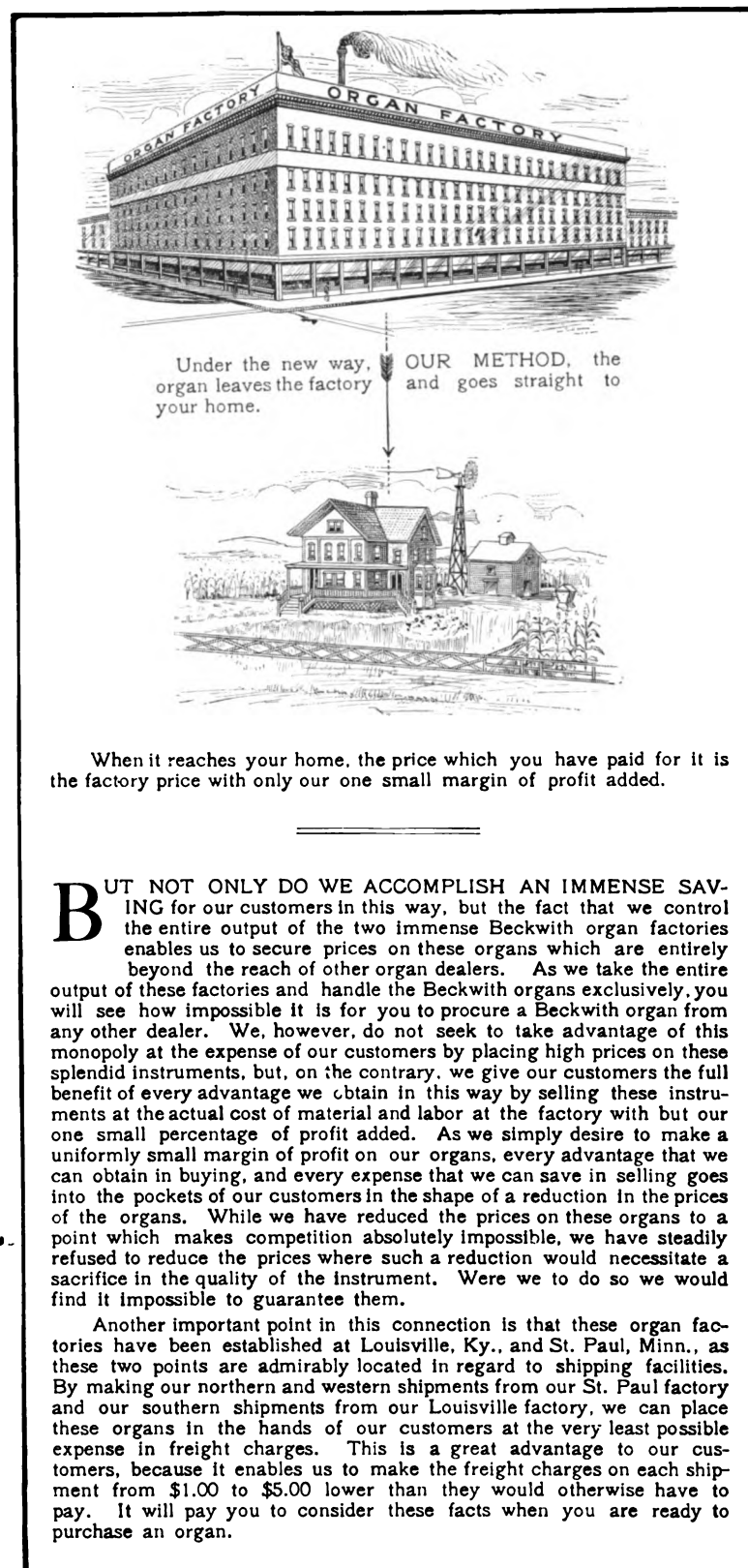
As very few people understand the great saving which we make by selling directly from the factory to the customer, we wish to explain the reason for this great saving in a few words, so that all of our friends will fully understand it.

Very few persons realize that the original cost of manufacturing the instrument is very small compared with the price which the purchaser has to pay for it. The extremely expensive method by which other dealers sell their instruments is responsible for the high prices charged by them. They find it necessary to charge high prices in order to make any profit at all. The dealer is not responsible for this condition of things. He has to take things as he finds them or go out of business. He has already paid the jobber's price, over which he has no control. The jobber has paid the manufacturer his price, and to each of these prices a good profit must be added so that when the instrument gets to the purchaser, the price that he has to pay is mostly made up of manufacturers', jobbers' and retail dealers' profits. The people have paid fancy prices for organs for such a long time that they have grown to believe that it is necessary to pay a high price in order to get a good instrument. As a matter of fact no organ should cost to exceed \$70.00, and then only when furnished with piano case. If a dealer asks you more than \$70.00 for a piano case organ and \$52.00 for an instrument of regular style you can figure that you are being asked to pay all of the above mentioned profits. We illustrate on the following page two ways of selling organs: **The Old Way** and **The New Way**.

THE OLD WAY



THE NEW WAY





OUR ONLY AGENT.

The only agent we have is this catalogue. We are aware that we are under a great disadvantage in not having a representative on the spot to speak for our instruments, but if we did this we would certainly have to make our customers pay for it by charging higher prices for our organs. We could not afford to send out agents without making a sufficiently high price on the instruments to cover salaries and expenses. Do not allow yourself to be misled by what organ dealers and agents tell you. Always bear one fact in mind: **You have to pay every cent that it costs to make the organ and get it through the hands of the dealers to you. And not only this, but you have also to pay a handsome profit to every dealer or agent through whose hands the instrument passes.** All of these expenses and profits are found in the price which you are asked to pay. The one small margin of profit which we add to the manufacturing cost of **our** organs covers all the selling expense connected with each organ. A consideration of this fact will convince you at once that we can sell our organs at very nearly one-half what other dealers ask and still maintain the high quality of the instruments in every respect. We must depend upon our catalogue to answer all of the questions asked by the organ agent or dealer and meet every assertion which may be made. From time to time our friends write us and give us some of the objections which dealers and agents have made to our organs and some of the many different faults which they pretend to have found. We must say that some of these are very ingenious and, to the customer who knows nothing about an organ, appear to be unanswerable. All we ask is that you will write us fully, stating all of your doubts and difficulties and give us an opportunity to remove your objections and answer all of the arguments advanced by the organ agents and dealers. No matter what fault the agent or dealer may have to find with these organs the fact that we are willing to allow one year trial and give a written binding guarantee for twenty-five years ought to convince you that they are high grade in every respect. We believe that this catalogue will answer every possible objection which can be advanced by any agent or dealer, and we ask as a favor that you consult these pages carefully and we believe you will find answers to every question which is worthy of a moment's thought. You owe it to yourself and to your family. When an organ agent comes to your home you let him tell his whole story and call attention to the good points of his instruments. We ask the same opportunity and would request that you read these pages carefully before making your purchase. You cannot do so without being benefited, because if you do not buy from us, the knowledge which you have gained in regard to organs and their manufacture will enable you to buy from the other people to much better advantage.



A POINTER ON THE CARE OF YOUR ORGAN.

Do not expose the instrument to extremes of heat, cold or dampness. Be sure not to set it close to a stove or intense furnace heat, as this will cause the wood to warp and split. If it is exposed in a damp place the seasoned wood of the action is liable to swell and give trouble.

Always close the stops when the instrument is not in use. If they are left open, dust and other foreign substances are liable to work into the reeds and prevent them from sounding. If any of the reeds should refuse to sound, remove the back of the organ and you will find the reed hook fastened inside. Raise the swell and mute and pull out the reed, or reeds, with the hook. Tap the reed lightly on the end, or blow through it, to remove the dust or foreign substance, and replace it. You will find each reed stamped to correspond with the key, so that you can make no mistake.

If it is a front reed, take out the key slip (the piece directly under the keys which contains the scroll work), raise the swells and mute and remove the keys as directed above. In handling the reeds use great care so as not to break the tongue, as the reed would thus be rendered useless.

OUR ORGAN CASES.

We feel considerable pride in the beautiful cases which we put on our organs. We furnish these cases in oak, mahogany or walnut. These three woods are used because of their beautiful grain and the fact that they are capable of taking a very high finish. In selecting the wood for these cases great care is used to select only such as will work up well and show a fine grain when finished. The mahogany tree grows only in the tropical forests of America, and is of a very warm rich color. It is very costly and is only used for the very finest kind of furniture, organ and piano cases. The walnut tree is a native of the temperate zone and its wood has a beauty of grain which is all its own. Walnut, when carefully and rightly finished, is a wood of which one never tires. It has a quiet, rich beauty which is found in no other wood. The oak tree is typical of permanence and strength. When worked up and finished it has a sturdy beauty which seems to blend with any surroundings. All of these woods are cut up so as to bring out the beautiful grain to best advantage.

Our cases are all made from special designs prepared for us and selected after critical examination and comparison. They have a very high and durable finish. The case is first given a heavy coat of "filler" which fills up the pores of the wood so that it will not absorb the varnish. After the "filler" is perfectly dry the case is thoroughly "sanded" by hand, after which the varnish is applied and the case is set away until it is perfectly dry. The case is then "rubbed" with pumice stone and oil to remove the high gloss of the varnish and give that dull rubbed finish so much admired in fine furniture. This process is repeated several times until the case has a fine finish. None but the most expert fin-

A Trip Through The Beckwith Organ Factory



ishers are employed and each case is thoroughly inspected before it is turned out of the finishing room. All of the carvings used on these cases are hand carved and are strictly in keeping with the general design. The engravings will give a fair idea of the beautiful designs of these cases. They are remarkable for the unity and consistency of the details and the superb manner in which the designer has taken advantage of every peculiarity of shape to reveal some new beauty.

The only way to get a just idea of the beauty of these instruments is to examine one, set up in your parlor. We assert, without fear of successful contradiction, that these cases are the finest, both in design and finish, ever offered to the public. We do not ask you to take our word for this. We leave you and your friends to decide this matter among yourselves after having had an opportunity to examine the instrument in your own home.





THE BECKWITH ACTIONS.

When we speak of "the action" of an organ we mean all of those parts which are in any manner used for the production of the tone, such as the reeds, mutes, swells, stops, etc. These parts are all constructed with the greatest care and skill, and wherever there are connecting parts they are carefully "felted" with the best quality of wool felt so that they will not rattle or vibrate. This is a point often overlooked by organ makers, and as a result, these different parts will rattle after the organ has been used for a time. The different parts of the action will not fit as tightly after the organ has been used a year or two as when it first comes from the factory, and unless all of these parts are carefully "felted" with the best wool felt, they will become loose and rattle when the organ is played on. Every bit of wood which goes into the action of the Beckwith Organs is so thoroughly seasoned that it will not shrink or expand by change of temperature. All the wood used in the tone producing parts of the organ are of the finest quality of quarter sawed cork pine. Unless the finest kind of material is used for these parts they will not stay in place, but will warp and shrink and the organ will soon be ruined. Our guarantee completely protects you against this calamity. All of the valves, mutes, swells, and all parts necessary to be airtight are made in the most accurate manner and covered with the finest wool felt and sheepskin. All of the springs are made of the best quality brass, nickel plated, and will not lose their elasticity with continued use. The entire action is thoroughly examined and inspected by an expert at the time it is put in the case. As we give such a sweeping guarantee with these organs we cannot allow them to go out of the factory without the most rigid examination and inspection.

Below we give a description of the different actions with which the Beckwith Organs are fitted.

Action A, Five Octaves.

Four sets of reeds, two sets of two octaves, and two sets of three octaves each, divided as follows:

1 set of Principal Reeds, 24 notes
1 set of Diapason Reeds, 24 notes

1 set of Melodia Reeds, 37 notes
1 set of Celeste Reeds, 37 notes

122 reeds in all.

Eleven Stops, as follows:

Diapason
Diapason Forte
Vox Humana

Principal
Principal Forte
Dulciana

Celeste
Treble Coupler
Melodia

Cremona
Bass Coupler

Action A, Six Octaves.

Same as above, except that it has one octave greater compass, the two treble sets containing four octaves each instead of three. 146 reeds in all.



Action B, Five Octaves.

Five sets of reeds. Two sets of two octaves each, and three sets of three octaves each, divided as follows:

1 set of Principal Reeds, 24 notes
1 set of Diapason Reeds, 24 notes
1 set of Flute Reeds, 37 notes

1 set of Melodia Reeds, 37 notes
1 set of Celeste Reeds, 37 notes

159 reeds in all.

Thirteen Stops, as follows:

Diapason
Celeste
Treble Coupler
Flute

Principal
Cremona
Bass Coupler

Dulciana
Diapason Forte
Vox Humana

Melodia
Principal Forte
Viola

Action B, Six Octaves.

Same as above, except that it has one octave greater compass, the two treble sets containing four octaves each instead of three. 195 reeds in all.

Action C, Five Octaves.

Six sets of reeds, three sets of two octaves each and three sets of three octaves each, divided as follows:

1 set of Principal Reeds, 24 notes
1 set of Diapason Reeds, 24 notes
1 set of Flute Reeds, 37 notes

1 set of Melodia Reeds, 37 notes
1 set of Celeste Reeds, 37 notes
1 set of Bourdon Reeds, 24 notes

184 reeds in all.

Fifteen Stops, as follows:

Diapason
Celeste
Bourdon
Treble Coupler

Principal
Cremona
Dulcet
Bass Coupler

Dulciana
Viola
Diapason Forte
Vox Humana

Melodia
Flute
Principal Forte

Action D, Five Octaves.

Eight sets of reeds. Four sets of two octaves each. Four sets of three octaves each, divided as follows:

1 set of Principal Reeds, 24 notes
1 set of Diapason Reeds, 24 notes
1 set of Flute Reeds, 37 notes
1 set of Clarionet Reeds, 24 notes

1 set of Melodia Reeds, 37 notes
1 set of Celeste Reeds, 37 notes
1 set of Bourdon Reeds, 24 notes
1 set of Cornet Echo Reeds, 37 notes

244 reeds in all.



Seventeen Stops, as follows :

Diapason	Principal	Dulciana	Melodia
Celeste	Cremona	Viola	Flute
Diapason Forte	Principal Forte	Treble Coupler	Bass Coupler
Clarionet	Cornet Echo	Bourdon	Cornet
Vox Humana			

Action D, Six Octaves.

Same as above, except that it has one octave greater compass, the four treble sets containing four octaves each instead of three, 292 reeds in all.

Action E, Five Octaves.

Nine sets of reeds. Four sets of two octaves each. Four sets of three octaves each, and one set of one octave, divided as follows:

1 set of Principal Reeds, 24 notes	1 set of Melodia Reeds, 37 notes
1 set of Diapason Reeds, 24 notes	1 set of Celeste Reeds, 37 notes
1 set of Flute Reeds, 37 notes	1 set of Bourdon Reeds, 24 notes
1 set of Clarionet Reeds, 24 notes	1 set of Cornet Echo Reeds, 37 notes
1 set of Sub Bass Reeds, 13 notes	
257 reeds in all.	

Eighteen Stops, as follows :

Diapason	Principal	Dulciana	Melodia
Celeste	Cremona	Viola	Flute
Diapason Forte	Principal Forte	Treble Coupler	Bass Coupler
Clarionet	Cornet Echo	Sub Bass	

Action E, Six Octaves.

Same as above, except that it has one octave greater compass, the four treble sets containing four octaves instead of three.

To ascertain the number of reeds and stops in any of the instruments described in this catalogue, always refer to these pages. We believe the above combinations of reeds and stops are the very finest ever placed on the market at anywhere near the price we offer. The reeds and stops are so arranged that they are entirely under the control of the performer at all times.

PEDALS.

A common fault with most organs is that the pedal straps will wear through and break after the organ is used a while. In the Beckwith Organs the pedals are furnished with an ingenious device

A Trip Through The Beckwith Organ Factory



which protects the straps from wear and insures them against breaking. All of the pedals on the Beckwith Organs are fitted with ornamental metal frames, handsomely nickel plated and polished. The pedal boards are covered with Brussels carpet and their action is so arranged as to take advantage of the greatest amount of leverage. By this means the full power of the organ can be sustained for an indefinite time with very little exertion on the part of the performer. By their means the powerful bellows are always under full control and the full volume of the instrument is entirely at the command of the player.

BECKWITH GRAND ORCHESTRAL ACTION.

A feature of the Beckwith six-octave organs is the grand orchestral action with which they are fitted. This action increases the volume and power of the organ immensely. This action is only possible on the Beckwith Organs and cannot be used on organs which have not the same powerful bellows capacity.

By its use the organ takes on a grandeur of tone which is indescribable. By an ingenious arrangement of the stop connections this action is always at the command of the performer, and its usefulness in combining the different sets of reeds into tone volume of great power must be felt to be fully appreciated.





BECKWITH PRINCESS PIANO - ORGAN.

No. 46W14 Price, \$49.45.

Always order by number.



THE BECKWITH PRINCESS PIANO-ORGAN.

Price, \$49.45.

THIS is certainly one of the greatest bargains every offered in a piano case organ. We are only able to make this extremely low price, because we have been fortunate enough to secure a very favorable contract with the manufacturers so that we are in a position to purchase these organs at a much lower price than any other dealers can secure. We give you the full benefit of this purchasing power and offer the organ to you at the manufacturer's price with simply our one small percentage of profit added. We are willing to ship you this organ at any time with the understanding and agreement that if you do not find it equal and in many points superior to the organs offered by other dealers at \$60.00 and \$70.00, and the greatest bargain you ever saw in an instrument of this kind, you can return it to us, we will refund your money in full, and pay the entire expense of transportation both ways.

The engraving which we show on the opposite page will give you a fair idea of the style and finish of the case and the general appearance and ornamentation of the instrument, but it is impossible, by a picture, to give you any idea of the extreme beauty of appearance and splendid finish together with the magnificent tone which this instrument possesses. These are things which have to be seen and heard in order to be appreciated. Let us send you this organ on thirty days trial according to our offer on page 5, and try it in your home for that period, call in your friends and any musical expert you may desire and try it thoroughly. If you do not find, after such trial and examination, that we are saving you at least \$25.00 on your purchase, you can return the instrument to us, we will cheerfully refund your money and pay the entire expenses of transportation both ways. This liberal offer is made for the purpose of giving you an opportunity to examine and test this splendid instrument before finally concluding to buy it.



THE STOOL.

The above illustration shows the stool that we send with this organ. It is a fine piano stool, made of solid wood in the prevailing style. The legs are handsomely turned and finished, and have brass claws and glass balls for feet. The top is a solid piece of wood and can be raised or lowered at the convenience of the performer.

Case. The case is one of the handsomest that has ever been placed on the market, and it has the exact appearance of a \$350.00 upright piano. It has two double fluted trusses and is ornamented throughout with hand carvings and embossed mouldings. We can furnish it only in quarter sawed oak. It is a beautiful imitation of an ordinary grand piano and is fitted on each side with swinging lamp stands. The pedals are of the regular organ pattern, bound with beautiful metal frames, handsomely nickel plated. The pedal boards are covered with fine Brussels carpet and fitted with our new device, which prevents the straps from wearing out or breaking.



You take no risk in ordering this organ, because we take all the chances and responsibilities of shipment and protect you in every way against loss by our thirty days and one year trial offers, and by our twenty-five years binding guarantee. We strive to protect our customers in every way against any loss on our goods, because we cannot afford to have any of our customers dissatisfied with the goods we sell them.

Remember, that we do not ask you to keep this organ after ordering it on trial unless it is satisfactory in every particular and we make you the sole judge of its merits.

Action. The different combinations of tone on this organ are controlled by two knee swells and eleven stops. These stops are placed the same as in an ordinary organ, and are easily within the reach of the player at all times. The eleven stops are as follows:

Celeste	Dulciana	Treble Coupler	Principal Forte
Cremona	Diapason	Bass Coupler	and
Melodia	Principal	Diapason Forte	Vox Humana

By the aid of these stops the player can produce an innumerable number of harmonious and melodious combinations of tones.

The instrument has 146 reeds as follows:

One Set of Celeste Reeds	One Set of Diapason Reeds
One Set of Melodia Reeds	One Set of Principal Reeds

These are all the celebrated Newell reeds with the tongues double riveted to the reed block. They are all bent, tuned and voiced by men who are expert in this line of work, and are prepared especially for this organ.

Let us send you this organ with the understanding that if you do not find that you are saving at least \$25.00 on the instrument, and if your friends do not pronounce it the greatest bargain in a piano case organ they ever saw, you can return it to us, we will cheerfully refund your money and pay the freight charges both ways. We would not make these liberal terms if we did not have the utmost faith in our instruments. We know that no dealer can offer you an instrument of this character with such a fine finish, so thoroughly built and such a magnificent tone, at anywhere near this price. This is the organ for which your dealer is asking from \$60.00 to \$70.00, and we are prepared to ship it to you upon receipt of \$49.45. If you desire an organ of this character, which will be a very fine imitation of a grand piano, at an extremely moderate price, you cannot afford to neglect this opportunity.

This is a new organ in our line, and our piano cased organs have become so popular that we feel justified in offering this instrument to our friends at this time. The illustration which we show of it on a preceding page will give you some idea of its beauty of appearance and the substantial manner



in which it is constructed. This illustration is a halftone engraving, made direct from a photograph of the organ, and shows every detail in design and ornamentation absolutely correct, but it can convey but a poor idea of the extreme beauty of appearance and splendid volume of tone which this instrument possesses. We send the same twenty-five-year guarantee with this organ, which we send with all of our organs, and the fact that we guarantee it for this period will show you that the low price which we make is not the result of a low quality of material or labor. We are able to make this extremely low price for exactly the same reason that we are able to make such low prices on all of the balance of our line. This is a splendid opportunity for you to purchase one of these piano cased organs at a price which simply represents the cost of material and labor at the factory, with but one small percent age of profit added.

Dimensions. This organ is the same size as the ordinary upright piano, being 56 inches high, 58 inches long and 23 inches wide.

Weight. This instrument weighs, properly boxed and packed for shipment, about 450 pounds. Each instrument is carefully and solidly packed, so that we can guarantee that it will reach the customer in perfect condition.

No. 46W14 Beckwith Princess Piano-Organ. Price.....\$49.45

The actions illustrated on page 30 do not apply to this organ.

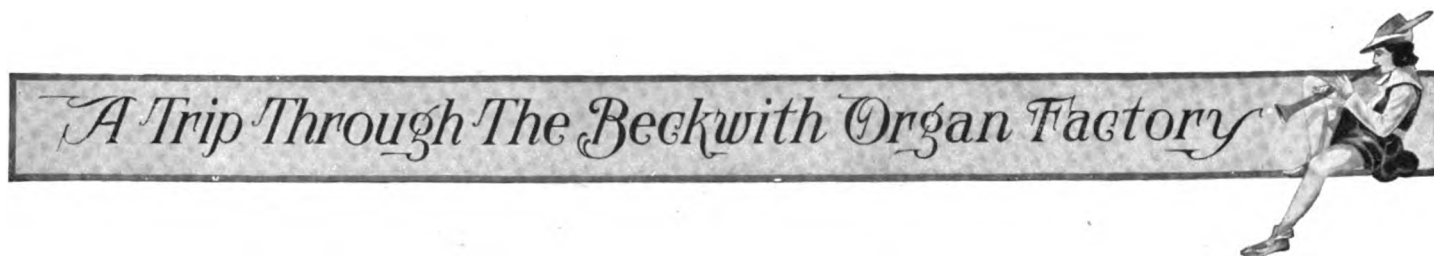




BECKWITH HOME QUEEN PIANO-ORGAN.

No. 46W15 Price, \$69.00.

Always order by number.



BECKWITH HOME QUEEN PIANO-ORGAN.

Price, \$69.00.

THIS instrument has been steadily reduced in price, owing to the improving and cheapening of manufacturing processes and the reduction of selling expenses, until we are able at the present time to offer it at this exceedingly low price. It is made in response to a demand for a reed organ which will exactly resemble a grand piano, and the engraving will show you that we have succeeded in producing an instrument which the casual observer will not be able to tell from a \$400.00 grand piano. In making this organ we have avoided the deadening and muffling of the tone, which is so common a fault with the ordinary piano-organ. Indeed, we have taken advantage of the shape of the case to produce in the instrument a large tone qualifying chamber, which amplifies and increases the tone volume of the instrument.



THE STOOL.

The above illustration shows the stool that we send with this organ. It is a fine piano stool, made of solid wood in the prevailing style. The legs are handsomely turned and finished, and have brass claws and glass balls for feet. The top is a solid piece of wood, and can be raised and lowered at the convenience of the performer.

Case. The case of this organ is in every way equal to the case on an ordinary piano, and can be furnished in highly finished mahogany. It is veneered like any piano case and given the same high finish. The wood of the case is so treated by the finisher as to show the beautiful grain through the different coats of transparent varnish with which it is covered. The carvings and ornamentations are the finest ever placed on an organ case of this variety, and the design is modeled after the most approved piano designs. We have been very successful in selling this instrument as it has given such universal satisfaction. It has a full duet music desk, which can be pulled forward as shown in the engraving and is fitted with a regular piano fall cover. It is fitted with regular piano pedals and pedal guard of regular piano design, handsomely nickel plated and polished. While the engraving gives a very good idea of the design and ornamentation of the case, it falls far short of giving you an idea of its handsome appearance and beautiful finish.

Capacity. The tone quality and power of this organ is far superior to the ordinary reed organ and it is fitted with three full sets of reeds and has a $7\frac{1}{3}$ octave keyboard. It has 238 reeds in all and these can be formed into an immense number of harmonious combinations by the aid of the stops which can be seen in the engraving directly over the name of the organ. These stops are so arranged as not to be noticeable by the casual observer, and do not detract from the piano effect in any way. The reeds are all the celebrated Newell reeds, are made of solid brass of the highest grade,



and the tongues are double riveted to the reed block. They are all tuned and bent especially for this instrument and we can guarantee their volume and sweetness of tone. The peculiar shape of the inside of the case adds to the singing quality and tone power of these reeds, and when the full power of the bellows is turned on, the effect of their different combinations is startling in its beauty.

Grand Pneumatic Swell. This organ contains several improvements not found on any other instrument among which is the grand pneumatic swell. This swell is placed on the organ to avoid incumbering it with knee swells. It is automatically opened by air pressure when the pedals are pumped hard and closes automatically when they are pumped lightly. When the performer desires to get more power out of the organ, he naturally pumps the instrument harder and this opens the swell, allowing the full power of the organ to be heard and when he does not desire such a volume of tone he naturally pumps the pedals with less violence and the swell closes, reducing the power of the instrument. This swell does not open suddenly, or all at once, but is opened gradually according to the power exerted on the pedals. This simple improvement will be recognized at once as being something especially fine in connection with the piano-organ, and it is not found on any other instrument on the market.

New Patent Octave Coupler. Another feature of this instrument is the new patent octave coupler operated by the middle pedal of the organ. This avoids the necessity of placing two extra stops on the organ, which would only detract from the piano effect of the case. It is an attachment whereby the tones of the instrument are coupled in both the treble and bass by pressing down the middle pedal. In order to release it, it is only necessary to press it a second time, when the coupler releases **automatically**. This will be recognized as a valuable addition to the instrument and will not be found on any other piano organ on the market. The third pedal on this instrument gives the effect of a practice pedal on a grand piano, and adds to the magnificent appearance of the organ.

Pipe Swell Attachment. The maker of this instrument has fitted over the reeds a patent pipe swell attachment which so qualifies their tone as to make them a close imitation of the pipes on the grand pipe organ. This is an improvement much sought after by organ builders, but so far it is the only invention of its kind that has ever proven successful. It has caused the sale of a good many hundreds of these organs, and has never failed to call forth the highest praise of the performer.

Action. The action which we place in this organ is the very finest that can be obtained, and every bit of the material is thoroughly tested and examined before being used. Every bit of wood which enters into this action is thoroughly kiln and air dried before being worked up into the different parts for the action and so well are these things taken care of, that we can guarantee our actions against defects in workmanship and material for a period of twenty-five years. All the different connecting parts are thoroughly felted with the best quality of wool felt, and all parts of the action intended to be



air tight are covered by felt and sheepskin. In most organs the connecting parts are not relet and after they have been used for a while they become loose and rattle. This is never found in the Beckwith Organs. Every part of the action which we place in this organ is thoroughly and substantially built, so that the chances of it getting out of order are reduced to a minimum.

If you are ready to buy a Piano-Organ, we unhesitatingly recommend that you consider this instrument very carefully. Dealers are selling instruments of this grade for \$90.00 and \$100.00, and if you do not find by investigation, examination and trial of this splendid instrument, that we are saving you at least from \$40.00 to \$50.00 on it, remember, we do not ask you to keep it. All we ask is an opportunity to place this splendid instrument in your home under our thirty days free trial offer and give you an opportunity to thoroughly test and examine it, and get the opinions of your musical friends as to its merits. If you do not find after such examination and trial that it is the organ you desire in every respect, and the greatest bargain you ever saw for the money, we request you to return it to us, and we will refund the price you paid and the expenses of shipment both ways. The fact that we control the entire output of two immense organ factories, makes it possible for us to make these extremely low prices on such a high grade of organs. That we have not reduced the price at the expense of the instruments themselves, is fully proved by the fact, that we send out, with every organ a written binding guarantee for twenty-five years. We could not afford to do this if the material and workmanship which enter into the instruments were not of the very best. We sell such an immense number of these organs that we can afford to be contented with a much smaller profit than would satisfy the ordinary dealer, and the fact that we handle such a large number, makes it possible for us to control the entire output of the factories and obtain the instruments from the manufacturer at prices that are away below what any other dealer can obtain upon any other make of organs.

Free. We send free with this instrument a splendid stool as shown on another page; a complete instruction book, by the aid of which anyone can learn to play the instrument without the assistance of a teacher, and a fine piano scarf.

Dimensions. This instrument is as large as a regular concert size piano, being 56½ inches high, 60 inches long and 26½ inches wide.

Weight. Properly boxed and packed for shipment this organ weighs about 470 pounds. It is carefully packed and we guarantee it will reach you in perfect condition. We do not ask you to take any chances in this respect because we will be responsible for its safe arrival at your town.

No. 46W15 Beckwith Home Queen Piano-Organ.....\$69.00

The actions described on page 30 of this catalogue do not apply in any way to this instrument.



OUR BECKWITH \$19.90 PARLOR ORGAN.

No. 46W19

Always order by number.



THE BECKWITH \$19.90 PARLOR ORGAN.

These organs have been placed on the market in response to a demand for an organ which will give fair service at an extremely low price, and also to compete with several cheap organs now on the market, and for the purpose of showing our friends just how cheap a serviceable organ can be sold. This is essentially a competition organ, and while it is in every way equal to organs which are being advertised by other concerns at from \$25.00 to \$35.00, and fully equal to organs that are being sold by agents at from \$35.00 to \$50.00, it will not compare in any way with the balance of our line of Beckwith Organs.

We seldom attempt to advise our customers with regard to the organ they should purchase, but we feel that in this case we are justified in doing so, as we always have the best interest of our customers in view. While we guarantee this organ the same as our other organs, and while we claim that it is in every way equal to organs sold generally at from \$25.00 to \$35.00, still we do not wish to urge its purchase upon our customers, because we know that the slight addition in price, which the customer has to pay for an organ of a little better grade will be more than compensated for in the additional organ value and musical capacity which will be obtained. The price which we make on this organ, \$19.90, is for the organ alone, without stool or instruction book. It is a remarkably low price for an organ of this character, but we feel that we should advise our customers that it always pays to buy an organ of a little higher price on account of the increased musical capacity which will be obtained, than to buy this organ, even at the extremely low price which we make on it.

The price which we make on our Imperial Grand Organ, \$39.95, is just about the price which the local agent and dealer will ask you for an organ of this character. Is it not much better, then, to purchase the Imperial Grand Organ from us at \$39.95, and obtain an organ which is superior to any other reed organ on the market today, an organ of great musical capacity, splendid finish, handsome design, and elegant appearance, than to purchase a cheap organ of this character and feel, after the purchase, that a slight addition in the price would have procured a much better instrument?

Case. The case of this organ is made of solid oak, is given a nice finish, neatly trimmed, and is practically a duplicate of organs sold by others for about double the price. It is fitted with our Beckwith action, has a fair bellows capacity, and the case is of very pretty design. It has a carved canopy top, with a French bevel plate mirror in the front. It is fitted with music cabinet, and music



desk, and the space on each side of this desk can be used for lamp stands if desired. The pedals are bound with handsome metal frames, nickel plated, and the pedal boards covered with very pretty Brussels carpet.

The Actual Factory Cost is the basis upon which all of our prices are figured. To this is added our one small percentage of profit, and every dollar added to the price represents that much increased value in the instrument. The only advantage to us in selling a higher priced organ, is that the customer gets an instrument which we know will give better satisfaction, both in musical capacity, beauty of finish and elegance of appearance. When you purchase an organ from us at a higher price, you have the assurance that the reason we make the price higher, is because the organ costs us that much additional at the factory.

Don't understand that we would not be glad to receive your order for this organ, or that we especially advise you against ordering it, because you will find it exceptionally good value for the money, exactly the same grade of organ that others are selling at nearly twice the price, and an organ which will give general satisfaction. But we wish to take this occasion to explain why we make this exceptionally low price on this organ, why we catalogue an instrument so much lower in grade than the balance of the Beckwith line, and why we call your attention particularly to the other organs of this line and suggest that you consider them when ready to make your purchase. It is always a greater source of satisfaction to us to ship one of the higher grade of Beckwith Organs, than to ship one of the lower grade, not because we are making a larger profit (because we make the same uniformly small percentage of profit on all the organs which we sell), but because the customer is always much better satisfied, gets more value for his money, and is always more ready to say a good word in behalf of our instruments.

While this organ at **\$19.90** is unquestionably far superior to other organs offered at twice the price, still we suggest that in purchasing an organ you consider the balance of the Beckwith line, because they are positively the highest grade of organs made and for durability, volume and depth of tone, lasting qualities, fineness of material, workmanship and finish, they are worth a half a dozen of the many cheaper grade of organs offered by other catalogue houses, retail dealers, and agents.

Our Beckwith Parlor Organs shown in this catalogue and offered at **\$25.95** and upward, are made of the very best material which can be procured, contain the very best workmanship throughout, and are made to combine all the essential points which go to make up organs of the very highest grade. As this instrument which we offer at **\$19.90** has been cheapened in every possible way in order to enable us to sell it at **\$19.90**, it cannot actually be considered anything but a cheap organ, and while it has not

A Trip Through The Beckwith Organ Factory



been sacrificed to the extent that we cannot guarantee it, the same as we do all of our other organs, against defects in material or workmanship, for a period of twenty-five years, yet, it is not the instrument which we care to recommend very strongly, as we know that most of our customers will feel better satisfied in the possession of one of our better instruments.

While we do not furnish a stool or instruction book with this organ at \$19.90, still we are prepared to furnish both the stool and instruction book, where the customer desires, at an extra cost of \$1.00. The stool which we furnish at this price will be suitable in every respect, and the instruction book of very good grade.

Dimensions. This organ is 6 feet high, 42 inches long, and 23 inches wide.

Weight. This organ weighs, packed and boxed for shipment, about 350 pounds, and we guarantee that it will reach you in perfect condition, as great care is used in boxing and packing it.

No. 46W19 Action A, Five Octaves.....\$19.90

The action for this organ differs from the regular action A, in that we do not furnish Octave Couplers, or the Vox Humana stop.

For description of action, see page 30.





BECKWITH ACME QUEEN PARLOR ORGAN.

No. 46W22 Price, \$25.95.

Always order by number.

A Trip Through The Beckwith Organ Factory



BECKWITH ACME QUEEN ORGAN.

Price, \$25.95.

THIS organ is fully equal to the organs sold by other dealers at from \$40.00 to \$50.00. A great many manufacturers have striven to compete with this organ in quality and price, but so far have been unable to do so, because they find it impossible to make the same great saving in selling expense and secure the same great buying advantage which we possess. Our method of selling direct from the manufacturer to the customer makes it impossible for dealers to compete with us, and the fact that we possess an immense buying advantage, enables us to make prices which are away below all possible competition. While we have made a great saving in the price by reducing the cost of manufacture, we have not detracted in any way from the quality of the organs. The low price at which we offer this organ is only made possible by our method of sale, and if you are contemplating purchasing an organ you should not allow this opportunity to pass by.

We will ship you this organ with the understanding that if you do not find, when you receive it that you are saving from \$15.00 to \$20.00 at the very least on your purchase, you can return it to us, we will refund your money and pay the entire expense of transportation both ways. Why should you purchase an organ in the usual way from a local dealer or agent and pay a price which contains the profits and selling expenses of three or four intermediate dealers, when we can sell you this splendid guaranteed instrument at the manufacturing cost, with but one small percentage of profit added?

Remember, we do not ask you to accept the organ until you are fully satisfied after examination and thorough test that it is the instrument you desire. All we ask is an opportunity to place this splendid instrument in your home on thirty days trial, and if it does not come up to your expectations we are perfectly willing to stand all the expense of the trial and examination.

A special feature of this organ is the Vox Humana stop, which is not found upon any other organ at anywhere near this price, sold by other dealers. This is the stop which produces that waving, undulating tone effect which is an exact imitation of the human voice. No organ is really complete without this stop and the Acme Queen is the only organ at anywhere near this price upon which it will be found.

We have succeeded in reducing the price of this organ until it is now down below all competition. We are selling such an immense number that the factory is able to



THE STOOL.

The above illustration made from a photograph shows the stool which we send with the Acme Queen Organ. It is made of wood to match the case of the organ. The supports are handsomely turned and finished, and the top is of solid wood and can be raised or lowered at the convenience of the performer.



buy its material to such great advantage that this low price is made possible. As we only desire to make a uniformly small margin of profit on each organ we sell, we give our customers the benefit of every reduction in price which is made possible. We are always studying to see how we can further reduce our price without lowering the quality of the instruments, and our customers may rest assured they are receiving the benefit of every reduction that it is possible for us to make.

Case. The case of this organ is extremely handsome and can be furnished in solid oak, very finely finished. The design is one of the finest ever placed on the market in this grade of instrument, and is so arranged as to provide for two very pretty bric-a-brac shelves, one on each side of the 10x14 inch French bevel plate mirror, with which the top is fitted. The music desk covers a large receptacle for music, and has on each side a very nice lamp stand. It has a handsomely carved and ornamented canopy top supported by two gracefully turned pillars. The pedals are covered with Brussels carpet and have handsome metal ornaments finely nickel plated.

Many things must be considered when you are ready to purchase your organ. You will desire an organ which has a sweet tone, full and round in volume. You will wish an instrument which will be durable and of fine appearance. You can satisfy yourself fully in regard to these points by allowing us to ship you an organ on our great thirty days free trial offer. You are fully protected against any possible defects in the instrument by our great twenty-five years binding guarantee. When you purchase an organ in the usual way it has passed through so many hands that it is difficult to tell who to hold responsible for any defects which may appear in the organ after you have paid for it. The instrument passes through so many hands that it practically loses its identity and it is also difficult to get redress when your investment does not turn out the way you expect it. When you buy from us you receive the twenty-five years guarantee and should any defects appear in the instrument you immediately know to whom you can look for redress.

The Acme Queen Parlor Organ is fully equal and in many points superior to the organs generally sold by the dealers throughout the country at twice the price we are asking you. We offer it as an organ which cannot be approached either in appearance or tone, by any organ on the market today at a much higher price. Where our customers feel that they are not able to purchase an instrument of a little higher grade than this, we never suggest the purchase of an organ at a higher price, but where they are able to purchase an organ of a higher grade, we unhesitatingly recommend that they do so, because the slight additional price they will pay will be more than compensated for in the additional value they will obtain for their money. We seldom advise our customers as to what organ they shall purchase, but where their financial condition will admit of it, we believe that it is always wise to purchase the organ which represents the highest price, because the difference in price does not represent the dif-

A Trip Through The Beckwith Organ Factory



ference in the profit which we make, but the difference in the cost of material and labor which enters into the instrument.

The illustration which we give of this organ is a half-tone made directly from a photograph and shows the design and ornamentation of the case very nicely. You, however, can get but a very poor idea of the sweet tone and beautiful appearance which this organ possesses, without examining it and trying it in your own home. Our liberal terms of shipment permit you to do this to the fullest extent and we will be glad to have you take advantage of any of our great trial offers.

Dimensions. This instrument is 72 inches high, 42 inches long and 23 inches wide; being a standard instrument in every respect.

Weight. It weighs, boxed and packed for shipment, 350 pounds. It is packed very carefully and we guarantee it will reach you without damage.

No. 46W22 Action A, Five Octaves.....**\$25.95**

This organ can be furnished in walnut finish, if desired, without extra charge. Be sure to specify in your order whether you desire oak or walnut finish.

For description of action, see page 30.





THE BECKWITH COTTAGE ORGAN.

No. 46W26 Price, \$32.50.

Always order by number.



BECKWITH COTTAGE ORGAN.

Price, \$32.50.

THE price which we make on this organ marks another signal victory for our method of selling these instruments. Improved methods of manufacture and an immense increase in sales, have enabled us to reduce the price of this instrument to a point where it represents a saving of at least \$25.00 to the customer. In beauty of finish, elegance of design, solidity of construction and volume and quality of tone it is superior to any organ on the market at anywhere near the price at which we offer it. Dealers have never offered a six-octave organ at less than twice the price we are asking for this, until we offered the public this splendid instrument, and even now you cannot purchase one for less than \$15.00 to \$20.00 more than the price we ask.

Remember, that each one of these organs is shipped out accompanied by our binding twenty-five years guarantee, which provides, if at any time within twenty-five years any defect should appear in the workmanship or material of the organ, we are bound to make it good and satisfy the customer perfectly. We also wish to call your attention to the fact that in purchasing this organ you can take advantage of our great thirty days free trial offer, which is fully explained on page 5 of this catalogue.



THE STOOL.

The above illustration is made direct from a photograph and shows very nicely the stool that we send with this organ. The top is very finely upholstered in plush and the supports are made of wood to match the organ, handsomely turned and finely finished.

Case. The case of this organ is furnished in solid oak or walnut. It is handsomely finished, carved and decorated. The wood is so thoroughly seasoned that it will stand any change of climate and will not be affected by ordinary changes of temperature. The top is fitted with a handsome 10x14 inch French bevel plate mirror with pretty marquetry ornaments on each side. It has a fine music desk, lamp stand, music case and a canopy top of scroll and carved work. It is certainly one of the prettiest cases ever furnished with an organ. The illustration will give you a fair idea of the elegance of design and the general appearance of the instrument, but no illustration, however fine, can give you an idea of its elegance of finish and beauty of appearance. It is finished dark and will harmonize with the furnishings of any parlor. The case is especially constructed so as to develop the acoustic properties of the organ and forms a tone qualifying chamber which gives a pipe like quality of tone to the reeds. The bottom of the case is so constructed that there is ample room for the powerful Beckwith bellows with which it is fitted. The entire design is dignified and elegant. The pedals are covered with fine Brussels carpet and bound with handsome metal ornaments, finely nickel plated.



The Vox Humana Stop is another great feature of this organ, and is seldom found on organs at this price, handled by other dealers. This stop is very effective in the different combinations of reeds on the organ, and gives that waving, undulating effect to the tone, which is a very striking imitation of the human voice. No dealer can offer you an organ containing this stop at anywhere near the price we are making you.

At the price which we make on this organ (**\$32.50**) it is certainly the greatest bargain ever offered in an organ, and an opportunity which you cannot afford to miss. In considering the low price which we make on these organs, we want you always to remember that our price and our guarantee go hand in hand. We will place the organ in your home under our Offers No. 1 or No. 2, and allow you to thoroughly test it and try it and get the opinions of your musical friends, before you finally decide to accept it. We leave it entirely with you, and the organ must stand on its merits entirely. When an organ agent comes to your home, he is right on the ground to defend his instruments in every way, but when we send you an instrument, there are no friends of ours on the ground to show you its good qualities. It must demonstrate its qualities by actual examination and trial. Our thirty days and one year trial offers and our twenty-five years guarantee will fully protect you against any loss, so that you do not need to hesitate longer about giving us your order for this organ.

This has been one of the most popular organs in our entire line, because an organ of this grade with six octaves, can not be purchased from music dealers generally, throughout the country, for less than twice the price that we are asking for this. The fact that we are able to control the entire output of the two immense Beckwith Organ Factories, places us in a position to secure advantages in buying, which enables us to purchase these organs at much lower prices than any other dealer can obtain. This enables us to sell all of the organs of our line at a much lower price than the local dealer has to give his jobber or manufacturer for the same grade of instruments. In fact, we are selling all of our organs at the exact cost of material and labor at the factory, simply adding our one small percentage of profit. It has been the policy of our house to give our customers the benefit of every possible advantage that we can obtain, either in buying or selling, as we only desire to make a uniformly small margin of profit on every organ that we sell. We have never attempted to reduce the prices on our line of organs, where such a reduction would in any way cause a sacrifice in quality.

The marvelous reductions which we have been able to make in the prices on these organs has been the result of the introduction of labor saving machinery, our methods of shipping organs directly from the factory to the customer, the immense increase in sales which has enabled us to secure the very lowest possible factory prices and the fact that we are able to sell these organs at such a great reduction



in expense. We give our customers the benefit of all of these advantages. We make exactly the same margin of profit now that we did when we were selling these organs for a much higher price.

We will ship you one of these Cottage Organs, with the distinct understanding and agreement that if you find, when you receive the instrument, that you are not saving \$25.00 at the very least on your purchase, you can return it to us, and we will cheerfully refund you the amount you paid, and pay the cost of transportation both ways. Under these liberal terms of shipment, you should not hesitate to send us your order, because you are under no obligations to accept the instrument unless it satisfies you in every respect, and is fully up to your expectations in every way. Our twenty-five years guarantee accompanies these organs and fully insures you against loss. We do not ask you to take any chances at all, as we take all the risks and responsibilities of shipment. If you are considering the purchase of a parlor organ, let us urge you to give this organ your careful consideration, as it is one which we know will please you in every way.

It is the intention of this catalogue to place you in a position where you can make an intelligent selection of an organ, and know what you are buying. We therefore ask you to study the pages of this book carefully, reading it from cover to cover, as it will place you in possession of sufficient knowledge to enable you to purchase an instrument to your own best advantage. Even though you should not purchase an organ from us, a careful study of the pages of this catalogue will place you in a position to buy from somebody else at the very best advantage to yourself.

Dimensions. This instrument is 72 inches high, 49 inches long and 23 inches wide.

Weight. Boxed and packed for shipment, this organ weighs 350 pounds.

No. 46W26 Beckwith Cottage Organ. Action A, Six Octaves **\$32.50**

The above price is for oak only. If the organ is desired in walnut, you must add \$1.00 to the above price. Be sure to specify in your order whether you desire oak or walnut.

For description of action, see page 30.



BECKWITH ROYAL GRAND ORGAN.

\$36.75 to \$47.75.

See prices on page 57.

A Trip Through The Beckwith Organ Factory



BECKWITH ROYAL GRAND ORGAN.

\$36.75 to \$47.75.

THIS instrument is certainly well named, as it is a Royal as well as a Grand Organ, and at the price is certainly one of the greatest bargains ever offered in a musical instrument.

The price of this instrument was formerly \$46.85, but improved methods of manufacture and the enormous increase of sales has enabled us to make a great reduction in price. This is the same grade of organ that the dealer is asking you \$50.00 and \$60.00 for. We offer this style in six different grades, but these grades are not distinguished by difference in quality, material or workmanship, but simply by a difference in musical capacity. The same high quality of material and workmanship enters into each grade and so far as quality is concerned, it makes no difference whether you purchase a five-octave A grade at \$36.75 or six-octave D grade at \$47.75. The difference in price represents the difference in capacity and not the difference in quality and our guarantee covers every organ of whatever grade.

The design of this organ is one of the newest creations of our designer and its handsome appearance has wonderfully increased its sale. That it is a favorite is fully proved by the number of inquiries which we receive in regard to it and the immense number we have sold since we began to catalogue it. There has been more attempts on the part of dealers and agents to compete with this organ than any other in our entire line, for the reason that it is of the same grade as the highest priced organ ordinarily offered by local dealers and agents. We have never failed to make a sale whenever we have had an opportunity of sending this organ in competition with organs offered by local dealers and agents. It is splendidly finished and solidly built, and we do not hesitate to recommend it to our customers.

Case. We can furnish the case for this organ in the finest selected solid walnut or handsome oak, as desired. The design is extremely handsome, and whether finished in oak or walnut, never fails to call forth words of admiration from all who see it. The top is ornamented by a heavy 10x14-inch French bevel plate mirror and fitted with pretty bric-a-brac shelves. Has a handsome music desk, lamp stands and sliding fall cover with lock and key. It has an elegant canopy top, carved and ornamented and supported by two turned pillars. The music desk covers a roomy music cabinet and the scroll work is backed with colored dustproof cloth. The design is entirely original and can be purchased only from us.



THE STOOL.

The above engraving, made directly from a photograph, shows the fine stool which we send with this organ. The entire stool is made of wood to match the case of the organ. The legs are finely turned and have handsome brass claws with glass balls for feet. The top can be raised or lowered to suit the convenience of the performer.



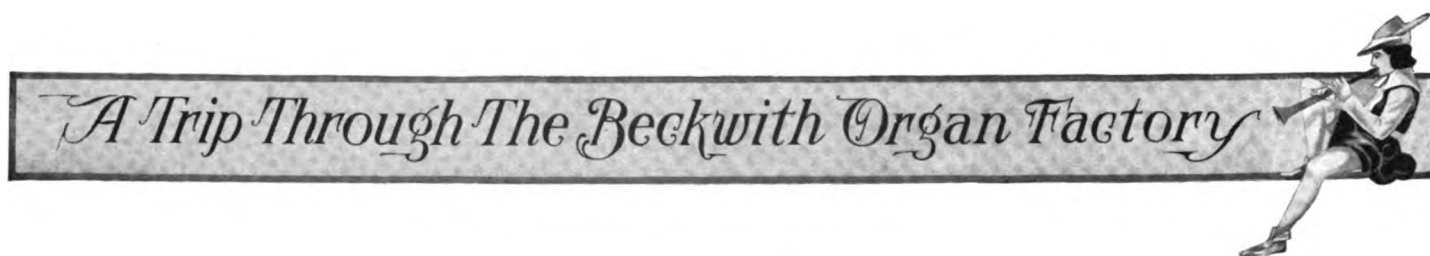
Do not make the mistake of confounding this organ with organs usually sold, at that price, by other dealers. Always remember that when you purchase an organ in the usual way, the price which you pay is more than one-half made up of intermediate dealers' profits and selling expenses, which, while they make the price of the instrument very high, add nothing whatever to its value. Do not allow yourself to be persuaded into the purchase of an organ at an enormous price, just simply because you are offered an attractive way of purchasing it on the installment plan, when you can buy this splendid instrument from us at \$36.75, for cash.

We are prepared to ship this instrument to you with the distinct understanding and agreement, that if you do not find when you receive it that we are saving you at least \$25.00 on your purchase, it is not necessary for you to keep it, but you can return it to us, we will refund your money in full and pay the transportation charges both ways. We do not ask you to take any risks or chances in giving us an order, because we take all the responsibilities of shipment, and leave you to be the sole judge of the merits of the instrument, without being under any obligation, whatever, to accept it, unless you find that everything we say about it is true.

We do not attempt to advise our customers as to which organ they shall purchase. The difference in the prices which we quote on these organs simply represents the difference in the factory cost, and not the difference in the profit which we make on them. We add one small margin of profit to each organ, no matter what it may cost us at the factory, and when we ask you to pay a higher price for one organ than another, it does not mean that we are making a greater profit on that organ, but that we are giving you a greater amount of organ value on the sale. Under these circumstances we feel that we can advise our customers always to purchase the organ which represents the highest price, where their financial situation will admit of it, as by so doing they will always be sure to receive more real organ value than where they purchase a cheaper style of organ.

We are able to make these astonishingly low prices because we control the entire output of the two immense Beckwith organ factories located in St. Paul, Minn., and Louisville, Ky. This gives us an immense advantage in buying and enables us to purchase these organs at the exact cost of labor and material which enters into them, and we are thus able to sell them to you upon the same basis with only our one small percentage of profit added. We thus make it possible for you to purchase this splendid Royal Grand Organ at a much lower price than your local dealer or agent would have to give his jobber or manufacturer for the same grade of instrument. You cannot procure a Beckwith organ from any other dealer because we control the entire output and handle these organs exclusively.

We are offering you a splendid opportunity to purchase a beautiful parlor organ at a price which will represent a saving to you of at least \$25.00, and we are prepared to ship the organ to you



with the distinct understanding and agreement that if you do not find when you receive it, that we have saved you at least this amount, and that it is the greatest bargain that you ever saw in an organ, equal, and in many points superior, to organs purchased by your neighbors at twice the price, you can return it to us and we will refund your money and pay the entire expense of transportation both ways.

If you are thinking about purchasing an organ, and desire to buy a fine organ at a moderate price, you cannot do better than send us an order for this splendid instrument. Let us send it to you on thirty days free trial, giving you a full opportunity to examine it and try it in your home and get the opinions of experts, before finally deciding to accept it.

Dimensions. This instrument is 81 inches high, 48 inches long and 24 inches deep. A standard instrument in every respect.

Weight. Properly boxed and packed for shipment, this organ weighs, five octaves, 380 pounds; six octaves, 400 pounds. You take no chances in ordering it, because we guarantee that it will reach you in perfect condition.

No. 46W40	Action A Five Octaves.....	\$36.75
No. 46W42	Action B Five Octaves.....	39.75
No. 46W44	Action D Five Octaves.....	43.75
No. 46W46	Action A Six Octaves.....	42.75
No. 46W48	Action B Six Octaves.....	44.75
No. 46W50	Action D Six Octaves.....	47.75

The above prices are for oak only. If the organ is desired in walnut, you must add \$1.00 to the above prices. Be sure to specify in your order whether you desire oak or walnut.

For description of actions, see page 30.



BECKWITH IMPERIAL GRAND ORGAN.

\$39.95 to \$51.95.

See price list on page 61.



BECKWITH IMPERIAL GRAND ORGAN.

\$39.95 to \$51.95.

IT HAS been our aim and ambition to offer to the public a parlor organ superior to any offered by others and at a price which no other dealer could approach. We have always believed that our inexpensive methods of sale and the immense number of organs sold by us every year would finally place us in a position where we could realize our ambition in this respect. The time has now arrived. After several startling reductions in price, unheard of before in the organ business, we are able to offer the **Beckwith Imperial Grand Organ** at prices, which our customers will find by comparison, away below what others can make upon organs which in any way approach this instrument in beauty of finish and musical capacity. This organ is the finest parlor organ ever offered to the public. The tone is exquisitely full, round and resonant, and is suscep-

tible of the most delicate variations. The voicing and peculiar arrangements of the reeds, the close attention to details in all the processes of manufacture and the splendid skill shown in the making and finish of the case, has enabled us to offer in this organ an instrument which is in every way superior to organs offered by other dealers at twice the price. We offer this organ in competition with any organ made without the least fear as to the result. The engraving has brought out the detail of the design very nicely, and we call your attention to the appearance of quiet beauty and refinement which it possesses. The design is the finest ever conceived by the mind of the organ designer, and the splendid way in which it has been worked out, together with the brilliant and powerful tone makes this organ the highest achievement of the organ builder's art. The case alone could not be made in your town for the price we are asking you for the organ complete. Not only is it a splendid musical instrument, but a magnificent piece of furniture as well.



THE STOOL.

This is an exact photographic reproduction of the splendid stool which we furnish with our Imperial Grand Organ. It is made in either oak or walnut to match the case of the organ and has four handsome turned legs with brass claws and glass balls for feet. It is finished elegantly and adds greatly to the beauty of the organ. The top is round and made of one solid piece of oak or walnut and can be raised or lowered at the will of the performer.

Case. Formerly an instrument of this exquisite design and workmanship was beyond the reach of any but the most wealthy and the prices asked by others at the present time for organs which in any way approach this instrument in beauty of design and sweetness of tone, are so high as to place them beyond the reach of people of moderate means. While the engraving shows the carvings, ornamentations and general design of the case, no engraving, however excellent, can do justice to the beauty of finish and elegance of appearance for which this instrument is remark-



able. We furnish this case in handsome walnut or selected quarter sawed oak, finished and hand rubbed so as to bring out to best advantage the beautiful grain of the wood. It is fitted with pretty bric-a-brac shelves, lamp stands, and fall cover with lock and key. In the top there is a music case with shelf for books, and in the front of the door a large French bevel plate glass mirror. It has a beautiful canopy top, ornamented with hand carvings and supported by two graceful pillars.

Let us urge you to consider this organ when you are ready to make your purchase. We are always proud to ship this instrument out, because it is certainly the finest reed organ on the market today. You cannot purchase the same grade of organ from the local dealer for less than from \$70.00 to \$80.00, and the only reason why we can afford to sell it to you at such an extremely low price is because we possess such an immense advantage in the matter of buying, ship directly from the factory to the customer, and can sell our organs at such a small expense. We give you the full benefit of all of these savings and enable you to purchase the organ from us at a price which simply represents the manufacturing cost, with but one small percentage of profit added. When you buy this grade of organ from the local dealer in the usual way, the high price which he charges you is made necessary by the profits and selling expenses of several intermediate dealers, which make the price of the organ very high, but add nothing whatever to its value. By avoiding all of these selling expenses and profits and selling directly from the factory to you, we are able to sell you this organ at the remarkably low prices quoted. We believe it will pay you to purchase this organ in preference to the others shown in this line, because we are sure that the small difference in price is more than compensated for by the great additional organ value and musical capacity which you will obtain. We own these organs at the cost of the material and labor which is in them and when we sell them to you, we simply add one small percentage of profit to the manufacturing cost.

We have established factories in St. Paul, Minn., and Louisville, Kentucky, for the manufacture of these organs and control and distribute the entire output of both these factories. We are thus able to make shipments to our customers at the very lowest possible expense in freight charges. The immense advantage which we possess as a consequence of controlling and distributing the entire output of these two immense factories makes it possible for us to reduce the prices on all of our organs to a point which makes competition absolutely impossible. Shipping these organs as we do, directly from these factories to our customers throughout the country, we are enabled to sell them at the exact cost of manufacturing, with only one small percentage of profit added. The prices which you will find printed in this catalogue simply represent the cost of material and workmanship at the factory and the one small percentage of profit mentioned above. No local or wholesale dealer can afford to make the same low prices that we make, because their method of handling organs is so expensive that they find it



necessary to establish and maintain high prices, in order to make it possible for the local dealer and agent to make any profit at all. No dealer can purchase these organs, or any other organs, of the same grade at anywhere near the price we obtain, because they do not sell a sufficient quantity to warrant the manufacturer in making them these prices.

When you buy from us, you receive the benefit of all the advantages which we possess in both buying and selling, and are in a position to buy your organ for a less price than your local dealer will have to give his wholesaler or jobber for the same grade of instrument.

Free. We send free with this instrument a splendid stool as shown on page 59; and a complete instruction book, by the aid of which any one can learn to play the instrument without the assistance of a teacher.

No other dealer or manufacturer can sell you a Beckwith Organ, as we control the entire output of the Beckwith factories, and handle this splendid line of organs exclusively. You can obtain these great advantages in price only from us. When you purchase an organ from a small dealer you have to pay the large profit which he finds it necessary to make on account of selling but very few organs, and not only do you have to pay his profit when you buy the instrument, but you also have to pay the profits of three or four intermediate dealers, through whose hands the instrument has to pass before it reaches you. By purchasing an organ from us you avoid all of these intermediate dealers' profits, and also the extremely high profit that the local dealer finds it necessary to make, and you purchase the organ at the manufacturing cost, with but one small percentage of profit added.

Dimensions. This instrument is 86 inches high, 48 inches wide and 24 inches deep. By measuring these dimensions on the wall of your parlor you will at once be convinced that this is a noble instrument in every respect.

Weight. The shipping weight of this organ properly boxed and packed is, five octaves, 380 pounds; six octaves, 400 pounds.

Actions. We furnish this splendid organ either in five or six octaves, each style having three different grades of actions, as follows:

No. 46W52	Action A Five Octaves.....	\$39.95
No. 46W54	Action B Five Octaves.....	42.95
No. 46W56	Action D Five Octaves.....	45.95
No. 46W58	Action A Six Octaves.....	44.95
No. 46W60	Action B Six Octaves.....	47.95
No. 46W62	Action D Six Octaves.....	51.95

The above prices are for oak only. If the organ is desired in walnut, you must add \$1.00 to the above prices. Be sure to specify in your order whether you desire oak or walnut.

Always order by number. For description of actions, see page 30.



BECKWITH CHAPEL ORGANS.

THERE is only one opinion among those who have had an opportunity to examine and try our elegant line of Chapel organs. In making these organs we have had the requirements of churches, Sunday schools, public halls, etc., always in full view. A chapel organ must have dignity as well as beauty, power as well as sweetness, and the case must conform in design to the surroundings in which it is to be placed. We have met all of these requirements successfully, and have produced an organ which is the very beau ideal of chapel organs. We have furnished hundreds of these organs to churches, Sunday schools and public halls all over the country, and they have given universal satisfaction wherever we have placed them. No hall is too large for any of the organs in this line and they are built to withstand the rough usage which an organ generally gets when used for public purposes. This line of chapel organs is manufactured and sold under the same conditions and by the same methods as the rest of our goods, and low prices are made possible by the same conditions of manufacture and the same method of sale. They are all made in a substantial manner and each part is strongly reinforced so as to withstand the most severe usage and rough handling. Every bit of wood which goes into their construction goes through a long process of air and kiln drying and nothing is used that is not thoroughly seasoned so as to withstand the sudden and extreme changes in temperature to which these organs are frequently subjected.

In selecting the design for these organs we have been extremely critical and it has been a work of no little difficulty, as only such designs have been selected as will harmonize with the prevailing style of architecture and trimmings of churches and public halls. These designs are prepared by one of the best organ designers in the country and are worked out by him in every particular. By examining the engravings you will see that every detail of design is worked out with conscientious consistency and not one part slighted or neglected.

The action of these organs is our **celebrated grand orchestral** action, and is built so as to produce a tone of unusual power and brilliancy. The reeds are so arranged as to allow the production of a combination of tones suitable for public halls of all kinds. Each instrument contains a tone qualifying chamber so that the organ has a wonderful increase of power and volume. In fact, nothing has been left undone which will add to the effectiveness of the instrument. The peculiar preparation through which the reeds for these organs go deserves more than passing notice on our part. We have always prided ourselves on the full, rich tone of our chapel organs and this characteristic feature is at once recognized by all who have an opportunity to hear them played upon. This beautiful tone is due to

A Trip Through The Beckwith Organ Factory



the peculiar filing and bending of the reeds. This is an art in itself which, like the making of a violin, cannot be learned but must be inborn. By removing one of the reeds from the organ you will notice that they are all bent, but the unpracticed eye cannot detect any uniformity in the process. The process, however, is governed by well settled principles, but each bender gives the reeds a peculiar formation of his own. It is this formation which determines the tone. This work is in charge of a man who has the faculty inborn and has devoted his life to the study of the art. To produce the full volume of tone found in our chapel organs the reeds are given a peculiar formation entirely different from the reeds in parlor organs. The volume of tone suitable for a public hall would not be suitable for a parlor, so the reeds have to be treated differently. To prove this it is only necessary to compare one of our chapel organs with one of our instruments intended for parlor use.

We have made an especially strong effort to bring the price of these organs down to a point never before reached by any dealer or manufacturer. We have done this for the purpose of enabling churches and societies to furnish their churches and halls with organs of superior quality and to do so without feeling that the investment is too heavy after the struggle of building and furnishing the church or hall, as the case may be. An examination of our prices will show that we have been highly successful. We have put the price of these chapel organs down so low as to leave little if any profit on their sale. As these organs are always used in public places, they are always good advertisements for our line, and we can well afford to sell them with practically no profit in order to get the benefit of the advertising. This is a point you should consider well when contemplating the purchase of an organ for your church or Sunday school.

It has been the custom of local dealers to give churches, societies, Sunday schools and such organizations a large discount for the purpose of securing their orders for church organs. We have done even better than this. We have put down the price so low that no dealer can give a discount large enough to bring the price anywhere near the figures we can offer you. You can easily prove this by comparing our organs and prices with those offered by local dealers or agents. Where can you find a dealer who can offer you such a superior organ as our **Queen Chapel Organ at \$26.45**, or as magnificent an instrument as our **Cathedral Chapel Organ at \$49.25?**



Showing organ open ready for use.

Size, 10x29x30 inches

THE BECKWITH UNIVERSAL FOLDING ORGAN.

No. 46W70 Price, \$27.50.

Always order by number.

64

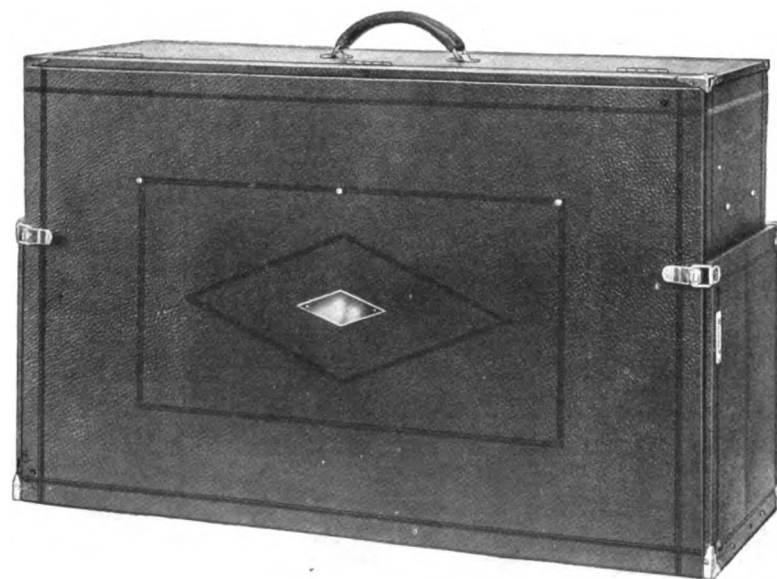


THE BECKWITH UNIVERSAL FOLDING ORGAN, \$27.50.

WE are offering this organ in response to a demand for an organ which can be carried from place to place and folded up so as to occupy a very small space. This instrument is the best of its kind on the market as it combines all the good qualities of a high grade reed organ and is capable of being folded up into a small compass and carried from place to place with very little effort. It is a splendid instrument for all sorts of evangelistic work, and is being used to advantage in school rooms and Sunday schools where it is necessary to take the instrument home, or where the room in which the school is conducted is also used for other purposes. This organ is manufactured especially for us, and we are purchasing it from the manufacturers at the exact cost of material and workmanship, and selling it to you with but one small percentage of profit added to the cost of manufacture. We ship it out with the same guarantee which we send with all our organs, and are prepared to stand behind it at all times. There are several particular points in regard to this organ to which we wish to call your attention. It is the smallest, neatest and handiest organ of this character yet placed on the market. It is strong enough to ship safely and is light enough to be carried from place to place with very little effort. In wet weather it is the safest, as it is covered with waterproof coating inside and out, and it will fold up quicker than any folding organ on the market. Not only is it the

most compact and lightest folding organ yet offered, but it also possesses the sweetest and most powerful tone. This is the same organ which the local dealer is selling at \$35.00 and \$40.00, and a comparison of the instruments will prove to you at once that we can save you from \$10.00 to \$15.00 at the very least on your purchase.

The Case. The case is made of laminated or 3-ply wire wood, which effectually prevents splitting, warping, swelling or shrinking. It is treated with a waterproof coating inside and out and covered with a beautiful seal leatherette which is also waterproof. The corners are protected with nickel or oxidized ornaments which give a handsome appearance to the instrument. It folds up into a



SHOWING ORGAN CLOSED
Size, 10 x 18 x 29 inches.



compass of 10x18x29 inches, and when unfolded and in a position to play, it is of suitable and convenient height. The knee swells, as shown in the engraving on page 64, are arranged so that they can fold inside of the organ and be entirely out of the way. The engraving gives you a very good idea of the design and construction of the instrument, but can give you no idea of its handsome appearance and the volume and sweetness of tone which it possesses. These engravings are made directly from photographs of the instrument, and show it exactly as it is.

The Action. The action of this instrument consists of two continuous sets of special scale, extra size pipe tone reeds; one set of double, open, 8-foot Diapason, and one set of Viola and Flute reeds. It has four octaves of keys. The reeds are all controlled and operated by two knee levers, enabling the performer to control the varied effects, from the soft, sweet Dulciana pianissimo tone to the grand organ effect. The action is durably constructed throughout. The touch is very light and responsive, and a volume of tone is produced which cannot be obtained from other folding organs. If you desire we can send you this organ on our thirty days free trial plan, which will give you an opportunity to fully try and thoroughly test the instrument, and satisfy yourself that it is the finest folding organ offered anywhere today.

The Bellows. The bellows is one of the latest inventions in this line, is of the inverted pattern, and in capacity is equal to any parlor or chapel organ. The middle board of the bellows is securely braced so that you do not hear that jerky, short winded effect which is so common to other church organs and is caused by a violent working of the pedals. This bellows is made of 3-ply wire wood and extra heavy gum rubber sheeting with double reinforced joints, and will last indefinitely.

Pedals. The pedals are neat in design and very substantial. They are made with an improved waterproof covering and are connected to the bellows by a stout webbing, and have an original device which allows fully for stretching.

When folded the organ has the appearance of a neat sample case, and is secure against dust, rain, snow or mice. We have been very successful in selling these organs, and they have always given the greatest satisfaction wherever we have shipped them. Each one is carefully inspected and the tone corrected before shipment so that it is guaranteed to be in perfect condition, and to give complete satisfaction. Four octaves have been found to be sufficient capacity for ordinary church and Sunday school organ use, and to put more than this number of keys on a folding organ has been found to be impracticable, as it would make the instrument too bulky.

If you are contemplating the purchase of a folding organ, let us urge you to write us in regard to this splendid instrument. We assure you it cannot be duplicated at any music store in the country at less than \$35.00 to \$40.00, and we are willing to ship it to you with the distinct understanding and

A Trip Through The Beckwith Organ Factory



agreement that if you do not find that this is so, and that it is an organ which satisfies you in every respect, you can return it to us, we will cheerfully refund you the money paid, and pay the entire expense of transportation both ways. Remember, that we sell this instrument under our great thirty days free trial offer, and that we send it to you with a written binding guarantee for twenty-five years. Under these terms of sale you take no chances whatever in sending us your order, as we do not ask you to accept the organ unless it is fully up to your expectations and satisfies you in every way.

Dimensions. Size, open, 10x29x30 inches. Size, closed, 10x18x29 inches.

Weight. Actual weight, 30 pounds. Boxed for shipment, about 35 pounds.

No. 46W70 The Beckwith Universal Folding Organ. Price **\$27.50**





BECKWITH QUEEN CHAPEL ORGAN.

No. 46W76 Price, \$26.45.

Always order by number.

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BECKWITH QUEEN CHAPEL ORGAN.

Price, \$26.45.

WHEN you are ready to select your organ we desire to call your attention to this substantial instrument. The entire instrument is built with the same care as our most expensive organs, and we send the same twenty-five years guarantee with it. At the price we make \$26.45, it is within the reach of every society whose service calls for the use of a musical instrument, and in volume and sweetness of tone it is equal to any. The design is remarkable for its simplicity, and this quality, together with the extreme beauty of finish, makes it an ornament to any church or public hall. The engraving gives a very good idea of the style and design of the case and the general appearance of the instrument. These organs have met with an enthusiastic reception wherever we have sent them and you will take no chances in ordering, because we guarantee that they will reach you safely, and we also agree to receive them back at our own expense should they not prove satisfactory.

This is a very popular organ with churches and Sunday Schools, because it is the same grade of organ that other dealers are selling at \$40.00, and has been compared time and time again with these instruments and has always given satisfaction. You should not miss this opportunity to purchase a splendid church organ at the actual manufacturer's price, with but our one small percentage of profit added. The great advantage which we possess in buying enables us to sell this organ to you for less than your local dealer has to pay his jobber and manufacturer for the same grade of instrument. We send these organs out, where desired, on thirty days trial, according to our offer, found on page 5, and we also send a written binding guarantee for twenty-five years with each instrument.



THE STOOL.

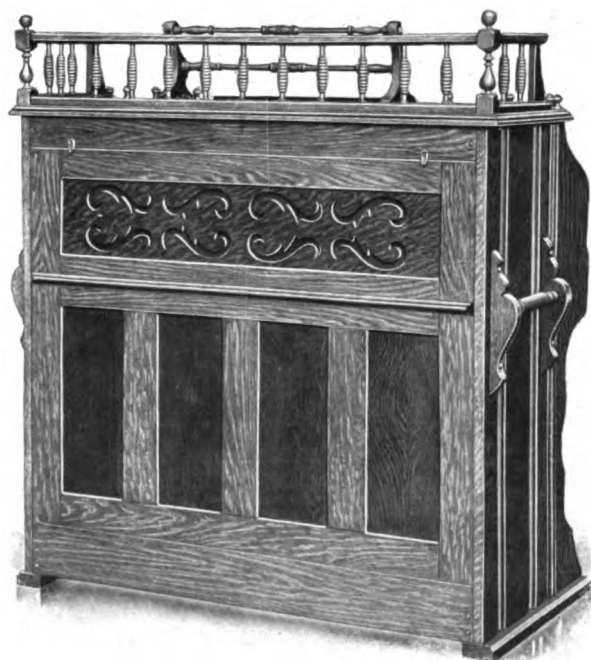
This engraving shows the stool which we send with the Queen Chapel Organ. Made of wood throughout and the supports are hand somely turned and finished. The top is of solid wood and can be raised or lowered to suit the convenience of the performer.

Case. We can furnish the case of this organ in oak only. It is beautifully carved, decorated and ornamented, is neat and tasty in design, substantially and durably constructed and elegantly finished. It has an upright bellows of great capacity and exactly suitable for use in halls and churches. It is fitted with fine casters, has ornamental handles and safety lamp stands. It is also fitted with sliding fall cover with lock and key, and all the latest improvements and conveniences. The back is handsomely paneled and decorated with scroll work, making it a very ornamental organ for stage or platform.



If your church is ready to purchase an organ, this is certainly a rare opportunity to purchase an organ of fine appearance and great volume and sweetness of tone at an extremely low price. This instrument is built to supply the demand for an organ with a plain but neat case, full, powerful volume of tone. Why should you purchase a church organ from the local organ dealer, pay him \$45.00 to \$50.00, when we can furnish you the same grade of organ for \$26.45? The reason why we can do this, is because we possess such a great advantage in purchasing, ship directly from the manufacturer to the customer, and are able to sell our goods at the very least possible expense. We give you the benefit of all of these advantages in the extremely low price which we make. We sell you this instrument at the actual manufacturing cost, with but one small margin of profit, and thus enable you to purchase the organ from us, at a less figure that your local dealer will have to give his jobber or manufacturer for the same grade of instrument.

We are extremely proud of our line of church organs, because not only is it the finest line of church organs on the market but it is also the cheapest. In fact, we find it to our advantage to sell these



BACK VIEW OF ORGAN.

organs at very nearly what they cost us at the factory. The fact that they are always used in public places makes them very good advertisements for the balance of our line of organs, and we find it to our advantage to make the price as low as we possibly can. In purchasing one of these organs from us at the prices quoted in this catalogue you are obtaining it at a price which is away below what any other dealer or agent can make you after deducting the largest possible discount which you can obtain from them. You can take advantage of our thirty days free trial offer, by the terms of which we do not ask you to accept the instrument or pay us a cent directly, until you have given the organ a thorough test and trial, and are fully satisfied in every respect, that it is the instrument you desire and that the price which we make you represents a saving of at least \$25.00.

This is the cheapest church organ that we handle, and at the same time is equal and in many points superior to church organs offered by others at twice the price. If, when you receive the organ, you do not find this to be

A Trip Through The Beckwith Organ Factory



true, you are at liberty to return it to us, we will refund your money in full and pay the entire expenses of transportation both ways.

The illustration which we give of this organ is a halftone plate made directly from a photograph of the organ, and will show you both the front and the back view. This engraving shows you the details of the design and the ornamentation of the case, but will fall far short of giving you an idea of the beautiful finish and appearance of the organ and its splendid tone. These are things that have to be seen and heard in order to be appreciated. In order to give our customers an opportunity to examine and test these organs thoroughly we make the most liberal terms. We will be glad to have you take advantage of our thirty days free trial offer, by the terms of which it is not necessary for you to pay us one cent directly or to finally accept the instrument until you are fully satisfied after thorough examination and trial that it is the instrument you desire and that you are saving from \$20.00 to \$25.00 on your purchase.

Dimensions. This organ is 4 feet 3 inches high, 2 feet deep and 3 feet 10 inches wide.

Weight. It weighs, boxed and packed for shipment, about 350 pounds, and is carefully and solidly packed and we guarantee that it will reach you in perfect condition.

We furnish this organ in five octaves only, as follows:

No. 46W76 Action A, Five Octaves **\$26.45**

This organ can be furnished in walnut finish, if desired, without extra charge. Be sure to specify in your order whether you desire oak or walnut finish.

For description of action, see page 30.





BECKWITH CHOIR GEM CHAPEL ORGAN.

No. 46W85 Action A. Price, \$32.75.

No. 46W86 Action C. Price, \$37.75.

Always order by number.



OUR CHOIR GEM CHAPEL ORGAN.

THIS is our medium priced organ, and the price which we make on it (\$32.75) practically destroys all competition, as no other dealer can afford to sell them at anywhere near this price. We do not need to say much in praise of these instruments, as we prefer to send them out and allow them to prove their own merits. We have been so successful in selling these Choir Gem Organs that we have come to regard them as favorite organs for church work. Like all of our chapel organs they are furnished with bellows of great power, especially constructed for chapel organs. An organ destined for use in a public hall must necessarily be more powerful in tone than a parlor organ, as it has a larger tone space to fill than when used in a parlor. The difficulty with the ordinary church organ is that it is not constructed with this in view, and as a consequence, when great volume is required, it utterly fails to rise to the occasion. We have had this requirement constantly in view and have produced an organ which will fill the largest church or hall with ease. We have fitted these instruments with our new **Grand Orchestral Action**, which places them beyond competition for use in all public places. If you are ready to make your selection, we earnestly desire that you will consider our Beckwith Choir Gem, with the assurance that nothing that any dealer or agent can offer will, in any way approach it in tone and beauty of appearance.



THE BENCH.

The above engraving shows very nicely the organ bench which we send with this organ. It is made of wood to match the case of the instrument. It is finely finished and is a very fine bench in every respect.

If you are in the market for a chapel organ for home, for school or for church, we are extremely anxious to receive your order, especially if the instrument is going into a public place, not for the little profit there will be in it to us, but for the opportunity to show people the value it is possible for us to furnish on our one small profit, manufacturer to customer plan.

We know that one of these organs, bought at \$32.75 and placed in any public place, will make us friends and customers, and if favored with your order we will make it our business to see that you receive such a chapel organ as has never been shown by any other concern at anything like the price.

Remember, that the reeds in a church organ must be bent and tuned for that particular purpose, or the organ will not be suitable for church and Sunday school work. Most of the church organs now on



the market are simply parlor organs in church organ cases, the reeds being bent and tuned for parlor use only. As a consequence when they are used in halls or churches they fail to develop the necessary volume of tone which alone will constitute a good church organ. They are very few men in this country today who have the ability to bend and tune reeds for church organs. One of the very best is now in the employ of the Beckwith Organ Company, and the peculiar manner in which these reeds are bent and tuned accounts for the great success which has attended our church organs. We are selling these organs almost at cost, and you cannot afford to miss this splendid opportunity to purchase a high grade church organ at an extremely low price.

Case. The case of this organ is furnished in either solid black walnut or in handsome oak. From the engraving you will notice that this case is finished both front and back. The back is paneled and ornamented with beautiful scroll work, and the instrument can be set in any position without detracting from its fine appearance. The music desk is so constructed that it does not obstruct the view of the player. On each side of the music desk there are neat safety lamp stands, and there is also a pretty railing across the back, so that the music or hymn books can be laid away on the organ without falling off. The front of the case is fitted with sliding fall cover, complete with lock and key.

We desire to give our customers the full advantage of the particularly favorable position we are in, in regard to both buying and selling. The Beckwith Organ Company has established two immense factories, one at St. Paul, and one at Louisville, Ky., and we control the entire output of both of these great factories. The fact that we sell such an immense number of these organs, enables us to place our orders with the factories in lots that run from one hundred up to one thousand organs, and this enables the factory to purchase their material at such an extremely low price, that they are able to quote us prices on these instruments which are away below what any other dealers can obtain. This fact, together with our extremely inexpensive method of selling, enables us to offer these organs to the public at less than one-half the price asked by dealers generally throughout the country.



BACK VIEW OF ORGAN



As we sell the Beckwith line exclusively and handle the entire output of the Beckwith factories, it is impossible for these organs to be obtained from any other dealers. We do not care, however, to take advantage of this fact to obtain large prices for these splendid instruments, but follow our usual policy, and give our customers the full benefit of every advantage which we can obtain in both buying and selling. We are now in a position to offer to our customers this splendid line of instruments at lower prices than their local dealers will have to give the manufacturer and jobber for the same grade of instruments. Our prices are all based upon the actual cost of material and labor at the factory, and when we sell one of these organs, a customer buys it at the price which represents the actual factory cost, and to this we simply add our one small percentage of profit. These are facts that should be taken into consideration when your church is ready to purchase an organ.

We are prepared to make shipment from both of the factories at much reduced freight rates, and can lay one of these organs down in your town for about one-half what you can purchase the same grade of organs from your local dealer. All we desire is an opportunity to prove this to you, and we will be glad to have you take advantage of our great thirty days free trial offer, as this will enable you to thoroughly test and try the organ in your church or Sunday school before finally deciding to accept it.

Should it prove unsatisfactory, for any reason, within thirty days, from the date you receive it, we will be glad to have you return it to us, we will cheerfully refund the money paid, and pay the freight charges both ways. Under these liberal terms of shipment there is no reason why you should not place one of these fine organs in your church or Sunday school. When you purchase a church organ in the usual way, the price that you pay is about one-half made up of intermediate dealers' profits and expenses, which add nothing whatever to the musical value of the instrument. When you buy from us, you simply pay a price which represents the actual cost of material and labor at the factory, with but our one small percentage of profit added.

DIMENSIONS. This instrument is 4 feet 6 inches high, 3 feet 8 inches wide, and 2 feet deep.

WEIGHT. Boxed and packed for shipment this organ weighs 350 pounds.

No. 46W85	Action A, Five Octaves.....	\$32.75
No. 46W86	Action C, Five Octaves	37.75

The above prices are for oak only. If the organ is desired in walnut, you must add \$1.00 to the above prices. Be sure to specify in your order whether you desire oak or walnut.

For description of actions, see page 30.



BECKWITH CATHEDRAL CHAPEL ORGAN.

No. 46W 98 Action E. Price, \$49.25

No. 46W100 Action E. Price, \$57.25

Always order by number.



BECKWITH CATHEDRAL CHAPEL ORGAN.

THIS is, without doubt, the most magnificent church organ ever placed on the market, and has placed the Beckwith line so far beyond competition in every way that it has only become necessary to place our organs in competition with those offered by other dealers to insure their sale. We assert, without fear of successful contradiction, that no organ on the market is the equal of this in beauty of appearance and tone quality. The design is elaborate, and at the same time simple; it is handsome, and at the same time solid and substantial. It has an appearance of quiet strength, which is one of its distinctive features, and the details are very delicate and pretty. The entire design is full of original ideas so consistently worked out that the result has been highly satisfactory. We do not hesitate to advise our patrons to purchase this organ to the exclusion of any other chapel organ made. The organ bench which we send with this instrument is made especially for it, so as not to destroy the effect of unity and consistency, which is such a prominent feature of this design. For churches, Sunday schools lodges, public schools, and public halls of all kinds this instrument has no equal.

Why should you purchase a church organ in the usual way and pay a large price, which includes the selling expenses and profits of several intermediate dealers, when you can purchase this splendid instrument from us for about one-half the price? The profits and the selling expenses of intermediate dealers make the final retail selling price about twice what it should be, and add nothing at all to the real value of the organ. When your church is ready to purchase an organ we would be glad to have you correspond with us in regard to this, or any other church organ shown in this catalogue.



THE BENCH.

The above illustration shows the fine bench which we send with the Cathedral Chapel Organ, and is made directly from a photograph. Is made of wood, handsomely finished and ornamented and follows the same design which is characteristic of the organ.

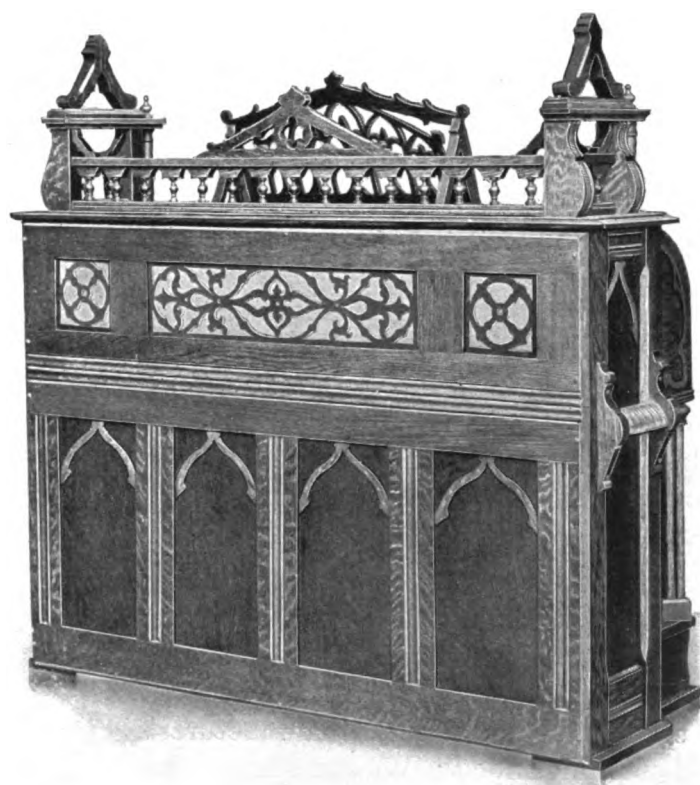
We know we can save you from \$25.00 to \$30.00 on your purchase and we are looking forward to shipping the organ to you with the understanding and agreement that if you do not find this to be true, you can return it to us, we will refund your money and pay the entire expense of transportation both ways. This is a splendid opportunity for you to buy an organ for your church or Sunday school, at the original manufacturer's price, with but one small percentage of profit added. We can sell you this organ for less than your dealer will have to pay his jobber or manufacturer



for the same grade of organ. We guarantee this organ for twenty-five years, and when our terms of shipment are complied with, we will send it on thirty days free trial. We desire an opportunity to place one of these organs in every church in the country. We have sold thousands of them so far, and they have given universal satisfaction.

Case. This case is furnished either in solid walnut or selected quarter sawed oak. It is oil finished and hand rubbed over three coats of varnish, and the back is paneled and ornamented with beautiful scroll work, backed by fine, dustproof cloth. No matter in what position the organ is placed, it still shows the same beautiful details of design and finish. The placing of the solid, handsome columns in front is an entirely original idea of the designer, and is imitated in miniature on the top. In either oak or walnut this case is extremely attractive, as the high finish brings out the grain very beautifully.

It has lamp stands on either side of the music desk, sliding fall cover with lock and key, and all the latest improvements and conveniences.



BACK VIEW OF ORGAN

If you are thinking of purchasing a church organ, you cannot afford to make your purchase elsewhere without giving us an opportunity to send you one of these splendid instruments on approval. We do not ask you to take any chances or to assume any risks, because we will send you the organ for trial and approval, entirely at our own expense. We ship out these organs on our great thirty days free trial offer, and if they do not prove entirely satisfactory, they can be returned to us, we will refund the entire purchase price and pay the freight charges both ways. Why should you purchase an organ in the usual way and pay the extremely high prices which are always made up of intermediate dealers' profits, when you can purchase this splendid organ from us for about one-half the price you would have to pay the ordinary music dealer? These are things that you should consider when you are ready to purchase your organ. With every one of these organs we issue a binding twenty-five-year guarantee, which fully protects you from loss. If you do not find when

A Trip Through The Beckwith Organ Factory



you receive the organ that it is the greatest bargain you ever saw and fully equal, if not superior, to organs offered generally at twice the price, you are at liberty to return it to us, we will refund your money and pay the entire expense of transportation.

Dimensions. This instrument is 55 inches high, 58 inches long and 24 inches wide.

Weight. This instrument weighs 450 pounds, and is carefully and solidly packed, and we can guarantee that it will reach the customer in perfect condition.

No. 46W98	Action E, Five Octaves.....	\$49.25
No. 46W100	Action E, Six Octaves.....	57.25

The above prices are for oak only. If the organ is desired in walnut, you must add \$1.00 to the above prices. Be sure to specify in your order whether you desire oak or walnut.

For description of actions, see page 30.



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TABLE OF FREIGHT RATES.

A great many of our customers make the mistake of believing that the dealer can obtain much better freight rates than the individual customer. This is a great mistake. The dealer you purchase your organ from has to pay just as much freight on it as you would had you bought it directly from the factory, and while we are prepared to prepay the freight on our organs under our great prepaid freight offer, still we feel that we ought to inform our customers that we cannot save them anything in this particular, because the transportation companies charge us just as much freight on an organ as they do the purchaser.

For the purpose of making it easy for you to figure the freight charges on our organs, we are giving you a complete table of freight rates to all the principal points in the United States. In order to ascertain the freight charges on any organ contained in our catalogue, ascertain the weight of the organ and consult this table of freight rates, in which you will find the rate per hundred pounds. This will enable you to figure the freight charges very nicely. Should you not be able to find your town in this list, figure the freight charges to your nearest town given, and the additional charge will be little, if any, greater.

We trust that you will read what we have to say about freight charges on page 19 of this catalogue, which fully explains why we do not quote prices on our organs with the freight prepaid.

We have established factories at North St. Paul, Minn., and Louisville, Kentucky, for the purpose of making shipments to the different points in the country with the least possible cost of freight.

Below we are giving you the points to which we ship from our Louisville factory, and the points to which we ship from the St. Paul factory, so that you can ascertain very easily where the organ is to be shipped from and what the freight charges will be.

The shipments to the following points will be made from the Louisville, Kentucky, factory:

ALABAMA.		CALIFORNIA--Continued.		FLORIDA.		INDIANA.	
Birmingham.....	\$0.79	San Diego.....	\$3.00	Gainesville.....	\$1.47	Elkhart.....	\$.40
Decatur.....	.79	San Francisco.....	3.00	Jacksonville.....	.95	Evansville.....	.40
Mobile.....	.90	Santa Cruz.....	3.21	Pensacola.....	.90	Fort Wayne.....	.41
Montgomery.....	.98	Ukiah.....	3.50	Punta Gorda.....	1.97	Goshen.....	.41
Ozark.....	1.56			Tallahassee.....	1.79	Indianapolis.....	.33
ARIZONA.		COLORADO.		Tampa (Mobile, Ala.).....	1.27	La Fayette.....	.31
Benson.....	3.71	Denver.....	2.25	Tampa (all rail).....	1.45	Terre Haute.....	.41
Flagstaff.....	4.10	Grand Junction.....	3.90				
Phoenix.....	3.99	Greely.....	2.25	GEORGIA.		INDIAN TERRITORY.	
Prescott.....	3.99	Gunnison.....	3.45	Atlanta.....	1.07	Atoka.....	1.70
ARKANSAS.		Pueblo.....	2.25	Brunswick.....	.95	Enfauia.....	1.57
Fort Smith.....	1.21	Trinidad.....	2.25	Cairo.....	1.55	Kiowa.....	1.68
Knobel.....	1.10			Doerun.....	1.97	Wagoner.....	1.50
Little Rock.....	1.11	CONNECTICUT.		Macon.....	1.07		
Newport, Jackson Co.....	.91	Bridgeport.....	.82	Rome.....	1.07	IOWA.	
Pine Bluff.....	1.11	Hartford.....	.82	Savannah.....	.95	Burlington.....	.74
Texarkana.....	1.21	New Haven.....	.82			Centreville.....	.79
Van Buren.....	1.21	New London.....	.82	ILLINOIS.		Council Bluffs.....	1.00
CALIFORNIA.		Willimantic.....	.82	Cairo.....	.44	Davenport.....	.74
Fresno.....	3.50	DELAWARE.		Danville.....	.32	Des Moines.....	.88
Los Angeles.....	3.00	Dover.....	.75	Freeport.....	.55	Keokuk.....	.74
Needles.....	4.10	Newark.....	.73	Joliet.....	.40	Mason City.....	1.03
Redding.....	3.61	Wilmington.....	.73	Peoria.....	.40	Muscatine.....	.74
Sacramento.....	3.00	DIST. COLUMBIA.		Quincy.....	.50	Ottumwa.....	.77
		Washington.....	.72	Springfield.....	.50	Sioux City.....	1.00
						Webster City.....	.92

TABLE OF FREIGHT RATES—Continued.

KANSAS.		MISSISSIPPI.		NEW YORK.		TENNESSEE.	
Atchison	\$1.00	Holly Springs	\$0.98	Albany	\$0.72	Bristol	\$0.84
Dodge City	1.87	Jackson98	Buffalo45	Chattanooga76
Fort Scott	1.17	Meridian98	Elmira65	Greenfield71
Leavenworth	1.00	Mississippi City	1.19	Lyons60	Jackson86
Norton	1.72	Natchez90	New York City75	Jonesboro	1.20
Topeka	1.29	Vicksburg90			Knoxville76
Wichita	1.60	West Point	1.14	NORTH CAROLINA.		Memphis38
Winfield	1.63			Charlotte	1.00	Nashville65
KENTUCKY.		MISSOURI.		Raleigh93		
Ashland45	Chillicothe	1.00	Salisbury	1.00	TEXAS.	
Frankfort20	Hannibal60	Wilkesboro	1.03	Abilene	1.48
Hopkinsville40	Jefferson City	1.00	Wilmington82	Austin	1.48
Paducah43	Kansas City	1.15			Beaumont	1.48
Paris28	Poplar Bluff	1.00	OHIO.		Corpus Christi	1.48
LOUISIANA.		St. Joseph45	Canton65	Dallas	1.48
Baton Rouge90	Springfield	1.10	Cincinnati35	El Paso	1.60
New Orleans90	NEBRASKA.		Cleveland60	Houston	1.48
Ponchatoula	1.29	Ainsworth	1.77	Columbus60	Laredo	1.60
Shreveport	1.25	Crawford	2.22	Lima57	San Antonio	1.48
MAINE.		Hastings	1.51	Steubenville51	Sanderson	1.85
Augusta94	Hemingford	2.05	Toledo60	Tascosa	1.58
Bangor98	Lincoln	1.05	Youngstown51		
Eastport	1.09	Ogallala	1.83	OKLAHOMA TERRITORY.		UTAH.	
Portland and Lewiston82	Omaha	1.00	El Reno	1.70	Frisco	3.85
MARYLAND.		O'Neill	1.50	Guthrie	1.70	Milford	3.80
Annapolis80	Valentine	1.84	Kingfisher	1.70	Nephi	3.50
Baltimore72	NEVADA.		Oklahoma	1.70	Ogden	3.30
Hagerstown72	Carson City	4.40	PENNSYLVANIA.		Salt Lake City	3.30
MASSACHUSETTS.		Elko	4.10	Erie64	Thompsons	3.30
Boston82	Reno	4.10	Harrisburg72	VERMONT.	
New Bedford82	NEW HAMPSHIRE.		Philadelphia73	Bradford82
Springfield82	Concord82	Pittsburg51	Hartford82
Worcester82	Keene82	Scranton73	VIRGINIA.	
MICHIGAN.		Portsmouth82	Sharpsville50	Lexington72
Adrian39	NEW JERSEY.		RHODE ISLAND.		Richmond72
Alpena61	Newark75	Newport82	Salem72
Bay City43	Trenton75	Providence82	Suffolk72
Detroit39	NEW MEXICO.		SOUTH CAROLINA.		WEST VIRGINIA.	
Grand Rapids43	Albuquerque	2.52	Charleston95	Charleston45
Kalamazoo40	Deming	2.52	Columbia	1.07	Confluence69
Lansing42	Las Vegas	2.52	Ehrhardt	1.60	Grafton57
Manistee52	Lordsburg	2.92	Florence79	Harper's Ferry72
Marquette66	Raton	2.94	Greenville	1.16	Wheeling45
Potoskey60	Santa Fe	2.52	Ridgeway	1.16		
		Socorro	2.52				

The shipments to the following points will be made from North St. Paul, Minn.

IDAHO		MONTANA—Continued.		SOUTH DAKOTA.		WISCONSIN.	
American Falls	\$3.30	Glendive	\$1.65	Aberdeen	\$0.87	Ashland	\$0.65
Boise City	3.30	Helena	2.60	Canton83	Beloit47
Idaho Falls	3.30	Livingston	2.45	Deadwood	2.35	Chippewa Falls70
Moscow	3.00	Missoula	2.70	Eureka	1.05	Grand Rapids60
Mountain Home	3.30	NORTH DAKOTA.		Huron86	Green Bay53
Pocatello	3.30	Bathgate98	Pierre	1.33	Hurley75
Stites	3.35	Bismarck	1.10	Redfield87	Madison50
MINNESOTA.		Fargo77	Vermillion99	Milwaukee60
Albert Lea48	Grand Forks77	Watertown73	Prairie du Chien60
Crookston77	Jamestown96	Yankton64	Superior41
Duluth41	Medora	1.44	WASHINGTON.		Wausau60
Edgerton66	Minot	1.25	Colfax	3.00	WYOMING.	
Marshall61	Wahpeton71	Kalama	3.00	Casper	2.70
Minneapolis10	OREGON.		New Whatcom	3.00	Cheyenne	2.15
Redwood Falls70	Arlington	3.00	Olympia	3.00	Evanston	3.10
Winona46	Baker City	3.00	Pomeroy	3.00	Green River	3.10
MONTANA.		La Grande	3.00	Spokane	3.00	Laramie	2.56
Big Timber	2.40	Portland	3.00	Tacoma	3.00	Rawlins	3.06
Billings	2.35	Roseburg	3.00				
Butte	2.60	Salem	3.00				

What They Say About the High Quality of Our Organs and the Great Saving in Price.

FAR AHEAD OF ORGANS SOLD AT \$125.00.

Harveyville, Kans.

SEARS, ROEBUCK & CO.

Dear Sirs:—I sent to you for a AAA Grade Imperial Grand Parlor Organ. I don't know how to tell you what I think of it. It is just grand. It is far ahead of the organs the music dealers around here sell for \$125.00. I took lessons of a teacher that teaches music in the bible school in a neighboring town, and she says: "Say, you have a fine organ." When I told her where I got it and what I paid for it, she said: "You astonish me, why, you couldn't get that organ for less than \$125.00."

F. C. WETZEL.

CAN USE HIS NAME.

Bono, Texas.

SEARS, ROEBUCK & CO.

Dear Sirs:—Your favor at hand, will say that you may have the pleasure of using the recommendation of the organ purchased of you by our church some time ago. If your organ catalogue is about ready for publication you may use the recommendation over my name, as I am the authorized clerk of the Baptist Church at this place, and any inquiry concerning the organ of our church will be cheerfully answered, the party interested enclosing stamped envelope for reply.

W. A. G. MATTHEWS.

DELIGHTED WITH THE ORGAN.

Bowling Green, Ky.

SEARS, ROEBUCK & CO.

Dear Sirs:—I write you this to notify you that I received my organ all right and am very well pleased with it so far. My friends all think it is a beauty and a splendid sounding instrument. I am delighted with it, in fact, I have been very much pleased with everything I have purchased from you. Thanking you for your promptness, etc., in filling the order.

LENA COLLINS.

BEATS THEM ALL.

Frankford, Missouri.

SEARS, ROEBUCK & CO.

Dear Sirs:—I must write you another letter about my organ. I am so well pleased with it I don't know what to do. It is just fine. I like it better every day. I have played on some \$125.00 organs, but it beats them all. It is better than I expected, you did just what you agreed to do. I cannot thank you enough.

PANSY ARDREY.

ENTIRELY SATISFACTORY.

Newcomb, Tenn.

SEARS, ROEBUCK & CO.

Dear Sirs:—I take pleasure in informing you that I received my organ the 24th of March, and I am entirely satisfied with it in every way. I think it is a nice organ. The musician that tried my organ said it was all right. I thank you for your favor.

A. FOLLI.

ASTONISHED AT THE LOW PRICE.

Beale, Tenn.

SEARS, ROEBUCK & CO.

Gentlemen:—I received my organ in good condition Dec. 18th, 1903. It is the best instrument I ever saw for the money. Everyone who sees it is astonished at the low price. I never found anything wrong with it, it is a splendid sounding organ. An expert organist gave it a thorough trial, he says it is a wonderful instrument for the money. I shall recommend your house to my friends as the cheapest supply house on earth. I waited several days to give the organ a thorough trial before I wrote you, and to say it gives satisfaction in every particular is putting it very mildly. I received the guarantee and your letter of notification of shipment all right. I will advertise the organ all I can for I know you will do what you said in every respect.

ANNIE NICHOLS.

CHEAP AT \$97.00.

Frances, Wash.

SEARS, ROEBUCK & CO.

Dear Sirs:—Received the piano organ the 29th, have paid the agent in full, as we think the organ is a beauty. We are well pleased with the fair dealing you have given us. It came through all right, not a scratch, and we think it a fine instrument for the money. Freight and all combined cost us \$97.00, and we think it cheap at that. Hope you will receive your money all right.

MRS. I. E. KUHN.

MORE THAN PLEASED.

Ivor, Va.

SEARS, ROEBUCK & CO.

Dear Sirs:—I received my Beckwith Organ Dec. 26th and I am more than pleased. Good players say that it is finer than organs that cost \$45.00. I am recommending your organs to all my friends and tell them that the organs are as represented.

BETTIE BAILEY.

SURPRISED AT THE QUALITY.

Hillsboro, Tex.

SEARS, ROEBUCK & CO.

Dear Sirs:—My organ arrived on the 7th inst., and we find it to be just lovely in finish and as fine a tone as I ever heard. We are surprised at the quality for the money, and we will take pleasure in showing it to anyone and recommend them to purchase from your house.

W. E. MARTIN,

410 Lessli St.

MORE THAN DELIGHTED.

Lowell, Mich.

SEARS, ROEBUCK & CO.

Dear Sirs:—We received the Beckwith Acme Queen Organ with which we are more than delighted. The tone and workmanship and finish could not help but please the most exacting. Anyone wishing to buy an organ would do well to place their order with Sears, Roebuck & Co. for reliability, promptness and attention.

MRS. J. C. DAVIS.

What They Say About the High Quality of Our Organs and the Great Saving in Price.

JUST AS RECOMMENDED.

Browning, Miss.

SEARS, ROEBUCK & CO.

Dear Sirs:—I am glad to inform you that I received the organ. Everything proved satisfactory; so far, it is just as recommended. The music is sweet and melodious, also your binding guarantee gave perfect satisfaction. I can heartily recommend your house to anyone, I have given you my patronage for ten years and expect to remain as long as everything proves as it has in the past. With best wishes and thanks for past favors, I remain,

WM. ALLEN.

BETTER THAN ORGANS COSTING \$100.00.

Lawrenceville, Ga.

SEARS, ROEBUCK & CO.

Dear Sirs:—The AAA Grade Imperial Grand Parlor Organ that I bought of you in March, 1903, for \$50.95 is certainly one of the best organs made. After using it for nearly a year, I can say as everyone who sees it says, that it is as good and looks much better than other organs that cost \$100.00 and upward. We also bought a church organ of you in June, 1903, for \$32.75, which has given entire satisfaction and is as good as other organs that cost \$50.00.

SIDNEY C. WILLIAMS.

WORTH TWICE THE PRICE.

Gregory, Ga.

SEARS, ROEBUCK & CO.

Gentlemen:—I received the Acme Queen Organ the 16th of March and am well pleased with it. I think it is worth twice the price. My friends say that it sounds as well as one that would cost \$100.00 and I don't see how you can make such an organ for the price, and I will do all I can for you in the sale of your organs. You can use my name in praise of your organs if you wish to.

MISS IDA DUNN.

SIMPLY GRAND.

Walker, Ind. Ty.

SEARS, ROEBUCK & CO.

Dear Sirs:—Beg to say that my organ, ordered from you, is simply grand. Excellent in tone and quality. It is given up to be the finest organ in my locality. Thanking you for all favors received.

C. J. EDGEMAN.

SURELY A FINE INSTRUMENT.

Fredericktown, Ohio.

SEARS, ROEBUCK & CO.

Gentlemen:—The Beckwith Piano Organ, ordered of you, has been received, and is surely a fine instrument. Neighbors all say it is a beauty. Although the 30 days are not yet up, I have ordered the money sent by the Mt. Gilead banker, which I suppose you have received, and knowing if this organ does not prove all right you will do as you agree. With this organ I shall surely use my influence in this vicinity to sell more.

MRS. C. D. GRAHAM.

IT IS A BEAUTY.

Wooster, Ohio.

SEARS, ROEBUCK & CO.

Dear Sirs:—Received your letter with freight bill and 25-year guarantee. I received the organ today in fine shape and all right. To say we are pleased does not express it. It certainly is all that heart and eye and ear could wish. It is a beauty, and such a sweet sound, it will be a good ad, for you. When we ask people to guess what we paid, \$100.00, they say, and are somewhat surprised when we tell them we paid \$69.00, and say we certainly got a bargain.

MRS. S. D. WEIKER.

HAD NO IDEA IT WAS SUCH A NICE INSTRUMENT.

Roseville, Ohio.

SEARS, ROEBUCK & CO.

Dear Sirs:—The organ arrived in good shape, and to say that we are pleased and surprised would be putting it mildly. We had no idea it would be such a nice instrument. We take pleasure in showing it to our friends and neighbors and tell them just what we paid for it.

ALBERT BURTON.

MORE THAN PLEASED.

Wessington, So. Dak.

SEARS, ROEBUCK & CO.

We are more pleased the longer we use the organ, in fact it seems to surprise every one that so good a one could be bought for the money. Hoping you will make more sales in this part of the country, I remain yours truly.

MRS. JENNIE RICHARD.

THE FINEST INSTRUMENT SHE EVER SAW.

Rockdale, Texas.

SEARS, ROEBUCK & CO.

Dear Sirs:—The Royal Grand Organ I bought from you last October is positively the finest instrument I ever saw for anything like the price. It only cost me \$44.75 and agents ask from \$125.00 to \$175.00 for organs that do not sound half so well, without any carving at all. Everyone that sees and hears my organ play thinks it is the finest they ever saw at the price or even double the price. It has not been out of order in the least since it reached me without even a scratch.

MRS. LILLIE TALBOTT.

HAD NO IDEA IT WAS SO PRETTY.

Trinholm, Va.

SEARS, ROEBUCK & CO.

Dear Sirs:—I write to thank you for sending my organ so promptly, it was packed so nicely and in perfect condition. I am perfectly satisfied with it, and had no idea it would be so pretty. It is the prettiest I ever saw, and everyone else says the same thing. I am more than pleased with it. I will show it to my friends, and hope to be the means of selling some more. Thanking you again and again.

ROSE SWAN.

What They Say About the High Quality of Our Organs and the Great Saving in Price.

THE TEACHER RECOMMENDS IT.

Cary, Maine.

SEARS, ROEBUCK & CO.

Dear Sirs:—I am more than glad to advise you of our gratitude toward your company for such an organ. We have had a music teacher two days already, giving lessons to our two children, one sixteen, the other eighteen. This teacher has taught on many organs. She says this is without doubt the nicest organ she has ever sat down to. Others have seen it and many pronounce it equal to the \$150.00 organs. We received the organ on the 21st inst., it was in the very best condition, it was not injured the least particle. Please accept our sincere thanks for saving us so much. We feel that we have saved at least \$50.00 by buying of you. We would not take \$100.00 for our organ unless we could get another of you. Freight, express and all stands us \$58.00. We are more than pleased with the organ.

JOHN J. WILCOX.

THE FINEST ORGAN IN THE COUNTRY FOR THE PRICE.

Desarc, Mo.

SEARS, ROEBUCK & CO.

Dear Sirs:—I am the young lady that bought an organ from you in July. I am still well pleased with the organ. I think it is the finest organ in the country for the price.

I will recommend your company to everyone I hear talking of purchasing an organ.

PEARLIE CLARK.

GOOD PLAYERS SAY THEY HAVE NEVER HANDLED A BETTER ORGAN.

Peach, Tenn.

SEARS, ROEBUCK & CO.

Dear Sirs:—I have received a beautiful and upright organ. Was shipped from your factory. Was received in good order. I take pleasure in saying that we are highly pleased with it. The organ that you sent me has been tested by good players. They say that they have never handled a better instrument.

Yours truly,

SARAH INGRAM.

THINK IT WOULD BE A BARGAIN AT \$80.00.

Sheepscot, Maine.

SEARS, ROEBUCK & CO.

Dear Sirs:—I received my organ March 31st, and will say that we are much pleased with it, and we have had good organ judges play on it, and they think it would be a bargain at \$80.00. If there is any chance we would be glad to help you sell more of them.

HORACE B. MARSH.

GIVES ENTIRE SATISFACTION.

Weldon, Ala.

SEARS, ROEBUCK & CO.

Dear Sirs:—I have received my Acme Queen Organ in good condition and am well pleased with it. It is a good organ and gives entire satisfaction.

J. W. SHAW.

WORDS FAIL TO EXPRESS HOW WELL THEY ARE PLEASED.

Wellsville, Missouri.

SEARS, ROEBUCK & CO.

Dear Sirs:—I received the Acme Queen Orga.. I bought of you. It arrived in perfect shape, there not being a single scratch on the entire organ. As to the organ itself, words fail to tell how well we are pleased with it. The tone is just simply faultless. I saved just as much as the organ itself cost by sending to you for it. I can heartily recommend anyone buying to buy of you, but not only organs but any other line of merchandise, they may need. I have been dealing with your firm for about six years with perfect satisfaction in every case. You may refer any one to me and use this letter if you see fit.

A. B. WHITEHEAD.

PRONOUNCED FIRST CLASS BY GOOD PLAYERS.

Moore, Okla. Ter.

SEARS, ROEBUCK & CO.

Dear Sirs:—The \$35.00 church organ and chapel organ, received in good order and put in the church and tested by three good players and a number of hearers and pronounced by all to be a fine instrument for the money, therefore I ordered the agent to forward the money, \$35.00 for the same, and thank you for such a good organ. Will do all I can in the future for you. I remain as ever yours.

MRS. MARY J. APLEGATE.

THE FINEST IN THE DISTRICT.

Barton, Vermont.

SEARS, ROEBUCK & CO.

Dear Sirs:—I am well pleased with the organ I purchased from you some three years ago. It has proven to be one of the best in this district and cost less than one-half what it would if it had been purchased here.

MRS. ABBIE VALLEY.

WOULD NOT EXCHANGE FOR ANY OTHER ORGAN.

Crescent, O.

SEARS, ROEBUCK & CO.

Dear Sirs:—I have had my organ one year and six months, and I would not change it for all the organs that I have seen, and I have seen a good many, and since I got my organ I have sent you an order for over \$40.00, and the goods that we received were all O. K., and I must say that all that I received from you was all right, and I hope that it will not be long before I have another order for you. I remain, yours fraternally,

G. COOPER.

THEY ALL SAY THE SAME.

Amherst, Va.

SEARS, ROEBUCK & CO.

Dear Sirs:—I have received the Acme Queen Organ, and after examination and test I can truthfully say that it is everything that it is represented to be and is giving perfect satisfaction. I will authorize our banker to forward you the money at once.

Yours respectfully,

MISS CARRIE JONES.

What They Say About the High Quality of Our Organs and the Great Saving in Price.

WOULD NOT TAKE TWICE THE AMOUNT FOR IT.

Raccoon Ford, Va.

SEARS, ROEBUCK & CO.

Gentlemen:—The organ ordered from you received all right, O. K., and I would not take twice the amount I gave for it if it was so I could not get another one exactly like it. No one need be afraid to send cash with order when ordering goods from you. I intend to favor you with all future orders.

W. R. HUME.

GIVES PERFECT SATISFACTION.

Browning, Miss.

SEARS, ROEBUCK & CO.

Dear Sirs:—In reply to yours of the 16th inst. will say the instrument so far has given perfect satisfaction, as aforesaid, the privilege you asked to exercise is granted with pleasure. Wishing you future success and prosperity, I remain.

WM. ALLEN.

COULD NOT BUY THE ACME QUEEN FOR \$50.00.

Morven, Ga.

SEARS, ROEBUCK & CO.

Dear Sirs:—I received my Acme Queen Organ and am very much pleased with it. It is all right in every way and just as nice as I could get here for \$50.00 or more. I think it is very nice, and thank you for your kindness and promptness in sending it for I was surprised when it arrived.

LYMAN DUCKWORTH.

COULD NOT HAVE BOUGHT THE ORGAN FOR DOUBLE THE PRICE.

Cincinnati, Ohio.

SEARS, ROEBUCK & CO.

Dear Sirs:—The quality of the Cathedral Chapel Organ, bought of you by me and used in our Sunday School, has given entire satisfaction in all respects and I thank you for the quality of the organ sent. We could not have bought the same organ in our city for double the price. If you wish to use this as a testimonial to the merits of your organs you are at liberty to do so, or have my permission to refer any prospective buyers to me and I will gladly answer as to your reliability.

CHAS. J. BRINKMEYER.

537 Findley St.

SAVED \$25.00.

Jeffersonville, O.

SEARS, ROEBUCK & CO.

Dear Sirs:—We received our organ just two weeks ago and thought I would write to let you know that we are very well pleased with it. We have had several to play on it and they all claim that it is just as good as one that we would have to pay \$80.00 for here. I will try and get others to send to you for things.

WM. S. COE.

THINKS IT THE GREATEST VALUE EVER HEARD OF.

Elim, S. Car.

SEARS, ROEBUCK & CO.

Dear Sirs:—I received the organ that I ordered from you in good condition, everything is all right. We are highly pleased with it. It is much better than we expected for the small amount paid for it. My sister-in-law has one which she paid \$60.00 for, and ours, which we ordered from you, excels it in many respects. My sisters are well pleased with it and think it the greatest bargain ever heard of. We thank you very much for such good values for so little money and shall always recommend you to our friends.

D. E. WILLIAMS.

COULD NOT HAVE DONE AS WELL AT ANY OTHER PLACE.

Marianna, Ark.

SEARS, ROEBUCK & CO.

Dear Sirs:—I received the organ and it arrived in good condition, and I am so well pleased with it, that I am going to instruct the banker to send you your money. I could not have done as well any place else. It has an elegant tone and a beautiful case and I really could not speak too highly in its behalf. I shall see that all my friends who wish to purchase an organ send you their orders. Look for another order from me in a short while. Thank you for promptness and square dealings.

N. W. ROBINSON.

WILL RECOMMEND OUR ORGANS.

Hochheim, Wis.

SEARS, ROEBUCK & CO.

Dear Sirs:—I received my organ, and am very much pleased with it. I don't think I could have done as well in buying here, and if ever any of my friends will want to buy an instrument, I shall recommend them to you. Thanking you very much, I remain,

JOHN KOEPSSELL.

FAR BEYOND THEIR EXPECTATIONS.

Ida, Mich.

SEARS, ROEBUCK & CO.

Dear Sirs:—We received the organ all right. To say we are pleased with it doesn't fully express our opinion in regard to it. It is far beyond our expectations. Think it is the nicest organ I ever saw. Have had it tested by an expert, who declared it superior to any other organ. We feel we have saved the price of the instrument.

BEN DENTEL.

DELIGHTED WITH HIS PURCHASE.

Lafayette, Ia.

SEARS, ROEBUCK & CO.

Dear Sirs:—Have received the organ which I ordered some time ago, and am pleased to state that it gives entire satisfaction and is all you claimed for it, and will therefore do all I can for you in this community. I remain, yours most respectfully.

JAMES S. CHRISMAN.



B'D. NOV 24 1913

